

Jonathan Brannan

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Global Performance Marketing | Analytics-Driven Strategy | Digital Growth & Optimization

Experienced marketing professional with over a decade of expertise in driving brand growth, media strategy, and campaign optimization across digital and traditional channels. Adept at aligning creative vision with business objectives to deliver high-impact results. Skilled in leading cross-functional teams, managing media campaigns, and leveraging analytics to maximize ROI and reduce customer acquisition cost. Passionate about storytelling and fostering meaningful audience connections.

Core Skills

- International Marketing Strategy
- SEM, Paid Social & Display Campaigns
- Data-Driven Performance Analytics
- Advanced Knowledge of Digital Campaign Platforms
- Trend Analysis & Market Insights
- Technical Innovation in Campaigns
- Stakeholder & Partner Management
- Cross-Channel Marketing Integration

Experience

African Travel, Glendale, CA

Digital Marketing Lead

May 2021 – Current

Spearheaded brand media strategies to amplify African Travel's presence in the North American market. Managed multi-channel campaigns across paid and organic channels, including TV, display, social media, and search, while ensuring alignment with brand goals.

- **Increased Brand Awareness:** Delivered a 6,100% increase in social impressions through redesigned content and targeted paid campaigns.
- **Optimized Media Spend:** Reduced cost per click by 46% and cost per conversion by 38% through strategic bid management and cross-channel attribution models.
- **Enhanced Customer Acquisition:** Increased direct-to-consumer sales by 276% and sales leads by 258% with high-impact paid social and search campaigns.
- **Refined Campaign Reporting:** Built dashboards to monitor campaign performance, ensuring data accuracy and actionable insights for continuous improvement.
- **Creative Testing:** Established frameworks for A/B testing, improving creative effectiveness and audience targeting precision.
- **Integrated Advanced Platforms:** Leveraged tools such as Google Ads, Meta Ads, and DV360 to streamline campaign execution and performance tracking.

Brannan27.com, Global**Global Digital Marketing Consultant****Jan 2014 – April 2021**

Partnered with global sports, entertainment, and travel brands to craft and execute innovative digital media strategies. Focused on storytelling, audience engagement, and data-driven optimization to achieve measurable growth.

- **Strategized Media Allocations:** Balanced resource allocation across paid and organic channels to maximize ROI and drive customer acquisition metrics.
- **Built Viral Campaigns:** Led campaigns with professional sports organizations, including achieving 2.5M+ organic engagements and significant brand uplift.
- **Developed Audience Insights:** Conducted comprehensive competitive analysis and consumption habit studies to refine media targeting.
- **Improved Performance Metrics:** Increased click-through rates by 29% and reduced cost per action by 40% through targeted digital campaigns.
- **Executed Cross-Channel Campaigns:** Designed cohesive marketing strategies integrating social media, display, and video channels for consistent brand messaging.
- **Innovated Measurement Techniques:** Implemented advanced tracking solutions and media mix modeling to evaluate effectiveness and inform future strategies.

Additional Relevant Experience**Blue Merle Clothing, Glasgow, UK****Project Manager | Marketing Specialist****Jan 2013 – May 2017**

- Managed end-to-end marketing projects, focusing on brand storytelling and retail promotions.
- Developed campaigns to enhance brand visibility in competitive markets, driving customer engagement and revenue growth.

Education and Certifications**Master of Arts (M.A.), Sport Management**

University of San Francisco, San Francisco, CA

Master of Science (MSc), Clinical Pharmacology

University of Glasgow, Glasgow, UK

Bachelor of Arts with Honors (B.A. Hons), Management, Technology & Enterprise

Glasgow Caledonian University, Glasgow, UK

Professional Development**United States Sports Academy, Daphne, AL** - Public Relations in Sports**Toyota Engineering Corporation, Nagoya, Japan** – Kaizen Lean Management Training**Babson College, Wellesley, MA** - Entrepreneurial Leadership Fellow