

Jonathan Brannan

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Digital Marketing Leader & Consultant | Paid Media, CRM, SEO & Social | Sports & Travel

Strategic marketing leader and consultant with 15+ years driving commercial growth across sports and premium travel, including World Rugby and the National Rugby League. Built travel brand's direct-to-consumer marketing function, reporting to President and managing \$140K budget; direct bookings reached \$3.05M in 2025. Aligns brand, performance and lifecycle marketing to revenue goals: grew email database 123%, lifted paid social quote requests 273% and cut paid search cost per lead 63%.

Core Skills

- Integrated Marketing & Brand Strategy
- CRM, Email & Lifecycle Automation
- Paid Search & Paid Social
- Organic Social & Content Strategy
- SEO & Generative Engine Optimisation
- Partner & Influencer Marketing
- Testing, Analytics & Reporting (GA4)
- Budget & Stakeholder Management

Experience

African Travel, Glendale, CA

Digital Marketing Lead

2021 – 2026

Launched and led direct-to-consumer marketing for premium safari brand, reporting to President and owning strategy and \$140K budget across brand, lifecycle, paid, search, social and partnerships.

Trained sales team and mentored partner marketers. Direct booking revenue reached \$3.05M in 2025.

- **Cut Paid Search Cost per Lead 63%:** Identified bot traffic distorting lead data and overhauled tracking in GA4 and Google Tag Manager; shifted paid social to funnel-matched audiences, growing paid social quote requests 273%, and secured 2.5x and 75% budget increases.
- **Doubled Email Database With Lifecycle Rebuild:** Split single newsletter into consumer and trade programmes with automated onboarding and re-engagement journeys in Salesforce Marketing Cloud; added signup forms across most site pages and made business case for paid social signup campaigns, taking subscribers from 30,452 to 67,927 and lifting average clicks per send 500%.
- **Scaled Social Following 871%:** Redefined social strategy, replacing cross-posting with Reels, carousels and short-form video; grew followers from 12,612 to 122,425 and engagement 2,176%, with 12.9M peak video views and \$790K+ in potential bookings from organic social.
- **Turned \$30K Co-op Into Estimated \$370K+ in Bookings:** Built repeatable partner marketing playbook, aligning KPIs upfront with tourism board, airline, lodge and consortia partners; first campaign, for Magical Kenya, sold out all four departures. Created advisor education programme that won 2022 Travel Weekly Magellan Award (Gold).
- **Lifted Organic Traffic 121.7% and Led AI Readiness:** Resolved 18,000+ technical SEO issues, raising site health from 64% to 92%, and published search-led content; set Google's E-E-A-T guidelines as content standard and brought generative engine optimisation to C-suite agenda.

Brannan27.com, Global

Global Digital Marketing Consultant

2014 – 2021

Ran independent consultancy advising sport, media and entertainment clients across international markets, including World Rugby, National Rugby League (NRL) and California United Strikers FC. Led work from strategy through delivery, managing client teams, agencies and partners.

- **Delivered NRL Fan Product Adopted by All 16 Clubs:** Translated fan surveys and focus groups into business case, presented to NRL leadership, for club-branded commemorative birth certificates with NSW Government; sold around 2,800 in first year, seeing a 6x the following season and the product remains on sale 10+ years later.
- **Led 19-Event Rugby World Cup 2015 Hospitality Programme for 1,000+ Guests:** Owned P&L for licensed match-day events in Scotland, England and Australia; tailored experiences for home fans, expats and corporate clients, and integrated official sponsor activations.
- **Grew New Zealand Warriors Corporate Partnership Revenue 4%:** Developed email marketing campaigns promoting corporate hospitality and Warriors in Business programme to club's business audience.
- **Built New Club's Fan Marketing, From Launch to 3,749-Fan Crowd:** Designed email and organic social marketing structure for California United Strikers FC's inaugural NISA season, creating campaign plan and launch content for club staff to run; programme carried through to 2022 US Open Cup match.

Additional Relevant Experience

Blue Merle Clothing, Glasgow, UK

Partnerships Manager | Product Development Manager | Marketing & Campaign Manager

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 Management Institute, Nagoya, Japan – Kaizen Lean Management Training

Babson College, Wellesley, MA - Entrepreneurial Leadership Fellow