

# BRIAN S. CHERNICKY

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A take-charge marketing professional with 9 years experience in MARCOM/online marketing, project management, public relations, marketing analysis, Web design/development, and collateral development, with strong business, analytical, technical, and interpersonal skills across all management levels. Demonstrated ability to create and execute high-performance, high-return campaigns.

- Web Development & Management
- Search Engine Optimization
- Project Management
- Email Marketing
- Marketing & Business Development
- Public Relations
- Strategic Planning & Positioning
- Design & Collateral Development

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## PROFESSIONAL EXPERIENCE

<b>Director of Marketing</b> <b>Real Online Marketing, San Diego, CA</b>	<b>Jul 2005 – Present</b>
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Responsible for the research, design, development, and Internet marketing behind multiple client Web sites. Actively manage search engine optimization efforts, which have brought many key clients to the top of Google and Yahoo listings. Implement high-ROI email marketing campaigns, establish statistical tracking tools and analyze results.

- Raised dozens of clients to top Google and Yahoo ranking positions for popular search terms.
- Increased traffic to client Web sites as much as 1100%.
- Develop and implement email marketing campaigns sent to thousands of recipients, with measured sales conversion of up to 10%.
- Designed, developed, market and maintain over 50 client Web sites.

<b>Public Relations &amp; Marketing Manager</b> <b>Abacus America, San Diego, CA</b>	<b>Oct 2004 – Jul 2005</b>
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Responsible for the management of all public relations campaigns, lead project manager of international marketing web development team, and key marketing manager at a large web hosting and design firm. Duties included management of key media, the creation and distribution of press releases, and the regular production and management of multiple marketing campaigns.

- Achieved 7 major pieces of press in the first three months of employment - a first for the company who had no prior news coverage despite 10 years of previous PR Managers.
- Consistently achieved national, industry and local market press by writing separate versions of releases and maintaining excellent contacts within each segment.
- As project manager of international marketing & web development team, created dozens of websites promoting many different products.
- Designed/redesigned web site pages with focused marketing messages, increasing sales for these products by approximately 35%.
- Increased conversion on direct e-mail campaigns by 42%.

<b>Marketing and Technology Consultant</b> <b>The University of California, Santa Cruz, CA</b>	<b>Mar 2002 - Oct 2004</b>
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Worked with students, UC staff, management, internal departments and partners to develop and market the UC's outreach efforts. Through website development and content development, created and maintained a tool by which students can learn about and track their progress toward college, and by which UC staff can track incoming student progress via aggregate data.

***Professional Experience Continued***

- Successfully approached and partnered with many non-profit and independent student organizations, resulting in the creation of several co-branded outreach websites for high school students who want to find out more about attending college.
- Decreased support calls by 25% from the creation and maintenance of multiple student and staff user manuals and guides.
- Increased development team efficiency by setting up, managing and maintaining the bug report system for the UC Gateways website.

**Web Developer****The Igneous Group, Inc., Santa Cruz, CA****Dec 1999 - Sept 2001**

Developed database-driven websites using ColdFusion, HTML, SQL, and MSAccess. Maintained and developed some sales, PR, and marketing outreach duties.

- Launched and developed dozens of client websites.
- Taught marketing/outreach workshops to introduce prospective leads to the ColdFusion development environment.

**Director of Customer Service****Tapestry.Net Inc., Santa Cruz, CA****Aug 1998 - Dec 1999**

Worked with a high-energy marketing team to get big results for a start-up internet company with very little money. Marketing promotions and strategies included search engine optimization, customer retention strategies, industry partnerships and strategic alliances, public relations, and development of marketing collateral.

- Created and implemented strategies which successfully increased customer response rates from 2% to 13% for direct marketing campaigns.
- Improved search engine ranking and optimization / performance, increasing hits by 200%.
- Authored/edited/published regular email newsletter to over 90,000 newsletter subscribers.
- Organized trade show partnerships under aggressive schedule demand.
- Authored press releases and technical articles that were consistently published in trade journals and websites, resulting in new sales and business partnerships.

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**VOLUNTEER WORK****Instructor****SCORE/SBA, San Diego, CA****Jan 2005 – Present**

Internet marketing course instructor for the San Diego Small Business Administration's SCORE organization. Developed course to cover research, marketing, design, Internet marketing, email marketing, search engine optimization, pay-per-click advertising and statistical analysis.

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**EDUCATION**

Bachelor of Arts – Psychology & Philosophy, University of California Santa Cruz

**COMPUTER PROFICIENCY**

- Web Design/Development - ColdFusion, HTML, CSS, JavaScript
- Relational Database Creation - SQL, Access
- Adobe Photoshop, Adobe Illustrator, All MS Office Programs