

BRIAN S. CHERNICKY

Encinitas, CA 92024

(619) 822-2099

A take-charge marketing professional with over 14 years experience in Internet marketing, Web design/development, public relations, marketing analysis and project management, 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
- Photography & Video
- Mobile & Tablet-Friendly Design

PROFESSIONAL EXPERIENCE

Owner

Imagine Dynamic, San Diego, CA

Jul 2005 – Present

Development and marketing of Web sites that produce more money for clients in a measurable fashion, including: research, design, mobile-friendly design, development, content creation, photography and video, search engine optimization (SEO) and Internet marketing. Many clients enjoy being at or near the top of Google and Yahoo search results. Contract services include high-ROI email marketing campaigns, ongoing Internet marketing services and Web site maintenance.

- Doubled income in the first year for many key clients.
- Dozens of clients brought to the top of Google and Yahoo ranking for popular search terms.
- Email marketing campaigns produce regular sales and measured sales conversion of up to 10%.
- Designed, developed, market and maintain over 100 Web sites.
- Creation of mobile and tablet-friendly websites.

Public Relations & Marketing Manager

Abacus America, San Diego, CA

Oct 2004 – Jul 2005

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%.

Marketing and Technology Consultant

The University of California, Santa Cruz, CA

Mar 2002 - Oct 2004

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.

VOLUNTEER WORK**Instructor****SCORE/SBA, San Diego, CA****Jan 2005 – Sept 2007**

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.

EDUCATION

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

COMPUTER PROFICIENCY

- Web Design/Development: ColdFusion, HTML, CSS, JavaScript
- Relational Database: SQL, Access
- Adobe: Photoshop, Illustrator, Lightroom, Dreamweaver, Premiere