

# Brian R. Walton

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## PROFESSIONAL SUMMARY:

Solid marketing experience with national, high-end hospitality/tourism brands, layered with proven eMarketing experience and results. The ability to motivate a staff to bring out the best talents of each team member.

## EXPERTISE:

- Online Marketing:** • Search Engine Marketing (Paid & Organic) • Social Media • Email Marketing Strategies
  - Affinity Partner/OTA Marketing • Distr. Channel Enhancement • B-to-B & B-to-C Online Marketing (Banner, etc.)
- Online Content:** • Web Site Development • Micro/Niche Site Development • Multi-lingual Site Development
  - Web Site analytics, including ROI measurement using Web Trends, Google Analytics and Usability Measurement
- Overall Marketing:** • Loyalty Program Development • Customer Lifecycle Analysis • Consumer and Market Research
  - Direct Marketing • Brand Management/Enhancement/Trademark Protection • Media Analysis and Recommendation

## EXPERIENCE

### PARAMOUNT HOSPITALITY MANAGEMENT, LLC, Orlando, FL

October 2010 –April 2013

#### Director, Marketing & eCommerce

Lead all marketing strategy, planning and tactic implementation for Floridays Resort Orlando and The Point Orlando Resort. Plan and oversee execution of tactics for: Search Engine Marketing (Paid Search - **PPC** and Organic Search – **SEO**), **Email Marketing**, **Website** management (conversion optimization, maintenance), **Booking Engine** enhancement, **Display/banner** campaigns (including re-targeting, behavioral targeting, strategic partner sites), **Social Media** (Facebook, Twitter, YouTube, LinkedIn), Package **Product Development**, **Loyalty Program**, Optimized **Landing Pages**. **Re-vamped PPC campaign** to include long-tail terms, targeted landing pages, analysis of (non-branded) search terms. **Results: Re-targeting display banners: 12:1 ROI; PPC: 12:1 ROI.**

### E-MARKETING CONSULTANT, Miami, FL

September 2009 – September 2010

Online marketing strategy and project consultation, including web site usability, SEO, SEM, contact (including email) strategy development, display network strategies and interactive development sourcing.

### UNIQUE VACATIONS, INC. (Worldwide Representative for Sandals & Beaches Resorts), Miami, FL

#### Senior Director, eMarketing & New Media

February 2003 – September 2009

Strategic Development and implementation of **Website, eMarketing Strategies and Tactics** to optimize the Web experience and driving qualified Traffic through Electronic Channels to Sandals.com, Beaches.com, RoyalPlantation.com, GrandPineapple.com.

- Created the **Vacation Planning Cycle** Model for Sandals/Beaches.
- Maintained Sandals/Beaches as **Luxury brands** by appropriate targeting. messaging and graphic representations on websites
- Analyzed and recommended **new development and web site enhancements** of Sandals.com, Beaches.com, Royal Plantation.com and GrandPineapple.com, increased data capture & booking engine (e-commerce) conversion
- Recommended and implemented **contact strategy** for emails, supporting over-arching CRM (Customer Relationship Management) objectives – included: lead-generation, hand-raisers, post-purchase up-sell, post-stay feedback
- Developed and oversaw **Search Engine Marketing** strategy, including keyword buys and **Search Engine Optimization**.
- Developed and implemented **online display (banner) campaigns** utilizing targeting strategies – behavioral, contextual
- Supported **Group & Travel Trade** Sales & Marketing Tactics by recommending and implementing Solutions for Travel Agents.
- Developed, managed and optimized **Affiliate Marketing** program through Commission Junction.
- Liaised with **online dist. partners** to maximize exposure on their Web sites, including Tour Ops, OTAs and VCB's
- **Loyalty Program** – Led strategic direction for program benefits development, communications, and new member acquisition.
- **Managed team** of 13, including eMarketing, New Media, Loyalty Programs and IT project development
- Supervised **budget** \$5,500,000+

**RESULTS:** • Keyword buy click-through rate up 300%, with reduced cost-of-sale • Site traffic increased by 125% YOY

- Online bookings up 500% over 5 years • Sandals/Beaches share of page up 200% on all Tour Operator Web sites.
- Affiliate Marketing online sales up 50% year-over-year.

## **WALT DISNEY COMPANY EXPERIENCE**

### **WALT DISNEY PARKS & RESORTS ONLINE (WDPRO)**, Anaheim, California

#### **Director, Internet Sales & Marketing**

**February 2001 – January 2003**

Online Brand Management focused on Disneyland® Resort, adapting offline marketing campaign to online environment.

Previously, directed team of 5 whose focus was to drive qualified traffic to Walt Disney Parks & Resorts Web sites

(Disneyworld.com, Disneyland.com, Disneycruise.com).

- Directed strategic focus for team to develop online marketing plans such as online banner ad campaigns, search engine optimization, viral marketing campaigns, outbound email campaigns, 3<sup>rd</sup> party alliance partnerships, Disney synergy tie-ins, online optimization of offline promotions/media, and affiliate program development and marketing.
- HR responsibilities included organization development, team building, team and individual goal setting, accountability tracking, performance monitoring and coaching

### **DISNEYLAND RESORT SALES & MARKETING**, Anaheim, California

#### **Manager, Internet Sales & Marketing Disneyland Resort**

**January 2000 – February 2001**

Led Team of 6 whose focus was to develop, maintain and market Disneyland.com Web site.

#### Goals:

- Elevate positioning to reflect Disneyland Resort as a Vacation Destination, not a single theme park
- Launch online package booking and ticket sales engine
- Implement Paid-search and display banner campaigns
- Re-launch new Web site with enhanced functionality, for Disney's California Adventure and Downtown Disney venues
- Partner with Disney Internet Group for over-arching business synergies

### **WALT DISNEY WORLD CO./WALT DISNEY ATTRACTIONS**, Lake Buena Vista, Florida

1995 – 1999: **Manager, Interactive/Operation Support Department** – Developed first WDW Web site, maintenance processes

1994 – 1995: **Senior Marketing Representative in Resort Marketing** – Developed first Seasonal Marketing for WDW Resorts

1992 – 1994: **Senior Marketing Representative in Travel Industry Marketing** – Created College of Disney Knowledge for Trade

1991 – 1992: **Marketing Representative in Resort Marketing** – Integrated Disney Vacation Club marketing with WDW

1986 – 1991: **Marketing Representative in Advertising Department** – Florida Resident, Event and Employment advertising

## **PRIOR AD AGENCY EXPERIENCE**

**Accounts handled included:** Royal Caribbean Cruise Line, Costa Cruise Line, Sheraton Bal Harbour, Shoppes of Bal Harbour, Luxury Inns of Jamaica, Morgan Yacht and a variety of other travel and retail accounts.

#### **Agencies included:**

- SAMUEL B. CRISPIN & ASSOCIATES, INC., Miami, FL, **Account Executive**
- BACKUS TURNER & PARTNERS, INC., Miami, FL, **Account Supervisor**
- D'ARCY MACMANUS MASIUS, San Francisco (Miami, FL Office), **Account Executive**
- MCFARLAND & DRIER ADVERTISING, Miami, FL, **Account Executive**
- HUME-SMITH-MICKELBERRY, Miami, FL, **Associate Account Executive**

## **EDUCATION**

**MICHIGAN STATE UNIVERSITY**, East Lansing, Michigan

BA in Advertising (with emphasis on Marketing), with Honors.

## **OTHER**

- Graduated with Special Recognition, Dale Carnegie Course in Effective Speaking & Human Relations
- Former Board Director, Communications, **SFIMA** – South Florida Interactive Marketing Association
- Former Board Director, Communications, **HSMIAI** – Hospitality Sales & Marketing Association International
- Fluent in **German**