

Brian O'Toole

<https://brianzotoole.com>

Tampa, Florida

EXPERIENCE

Sparxoo

Tampa, FL

Senior Manager, Integrated Production

Jan 2017 - present

- Coordinate, manage and develop unique web and mobile experiences across diverse platforms and devices
- Create and present wireframes, storytiles, and sitemaps to internal and client teams
- Propose and implement new techniques, tools and technologies to improve creative development teams
- Work with senior leadership to implement and manage a team Agile framework for creative production

Sachs Media Group

Tallahassee, FL

Director of Digital Projects

Aug 2012 - Jan 2017

- Led all aspects of creative development projects including onboarding, management, development, content management, metrics and measurement
- Collaborated with design and communication teams to develop well-documented and modular websites
- Established operational standards, best practices and guidelines to enable scalability of client solutions
- Prepared and provide interactive presentations for new business, client reporting, and team building

What's Next Marketing

Tallahassee, FL

Creative Director

May 2011 - Aug 2012

- Set the vision for creative projects with an emphasis on maximizing design that stands out for excellence
- Produced wireframes and storyboards for website presentations and functionality requirements
- Created websites using the latest in responsive design techniques and web standards
- Inspired a shared vision for operational excellence by implementing team workflows and guidelines

Technical Account Executive

June 2010 - May 2011

- Established digital media reporting standards and benchmarks for the agency, which included recommending viable solutions to encourage account renewals
- Discussed digital advertising concepts and strategies with creative and development teams
- Analyzed sales data, using traffic metrics such as link popularity, click-through rates, and cost-per clicks
- Optimized marketing campaigns toward KPIs and adjusted campaign strategies using analytic data

Micro Marketing Innovations

Tallahassee, FL

Front-end Developer

May 2009 - May 2010

- Generated and maintained internal documentation for code standards and optimization techniques
- Worked with account teams to plan and set technical requirements for website and social media projects
- Used modern technology (HTML/CSS/JS/PHP) to develop user-driven websites and Facebook applications

EDUCATION

FLORIDA STATE UNIVERSITY

Tallahassee, FL

B.S. Marketing, May 2011

AWARDS

- **Image Award**, FPRA, Branding and development of *laurenkids.org*, *saferSMARTerteens.org*
- **Image Award**, FPRA, Branding and development of *sachsmedia.com*
- **Image Award of Distinction**, FPRA, Campaign strategy & execution of *Rock 'N Roll Heaven*,