

Brian Kearney

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Flanders, NJ

OBJECTIVE

Corporate brand builder deeply passionate and rooted in uniting consumers with authentic, purpose-driven companies to foster long lasting, mutually beneficial relationships. Diverse experience ranging from nonprofit to Fortune 15 companies, with unmatched grit and a yearning for lifelong learning.

AREAS OF EXPERTISE

Public Relations
Multichannel Marketing
Digital Communications
Content Creation
Social Media
Strong, Adaptable Writing

Ability to Lead Others
Editing
Content Marketing
Data Analytics
Storytelling
Media Relations

PROFESSIONAL EXPERIENCE

Communications Manager, Hunterdon Art Museum (Feb. 2020 – Present)

Championed organization-wide innovation by transforming the museum's art exhibitions and vast programming to a virtual format that would be accessible and sustainable throughout the COVID-19 pandemic.

- Conducted research to identify factors that motivate supporters to donate, resulting in the execution of targeted fundraising campaigns that generated an increase of 180% total funds raised YoY.
- Success of these campaigns allowed the museum to offer free seats in online classes to essential workers and their children from May – Nov. 2020.
- Optimized communications and marketing strategies during 4-month COVID-19 shutdown, nourishing relationships with constituents and forming new ones with underserved communities through new virtual programming.
- Lead PR efforts for museum programming and exhibitions, working with artists and curators to develop unique story angles for media.
- Oversee marketing budget allocation for print and online advertising, and work with outside partners to develop collateral.

Freelancer, Driving Force Communications (Dec. 2011 – Jan. 2020)

Transformed digital presence of home décor brand FlashPoint Candle through communication audits, audience segmentation, qualitative research, and crafting of new messages to increase brand awareness, web traffic, and online conversions. Results and impact of longtime client FlashPoint Candle include:

- Increased ecommerce conversion rate 135% YoY.
- Increased online revenue 145% YoY.
- Increased user acquisition 160% YoY via multiple online channels.
- Decreased bounce rate 50% YoY.
- Established affiliate program that led to 643% increase in new users and 323% increase in revenue YoY.

Elevated brands in the fashion, lifestyle, CPG, nonprofit, and B2B sectors.

*Office of the Chairman Communications Contractor, **Johnson & Johnson** (Dec. 2017 – May 2018)*

Spearheaded the development and launch of Chairman & CEO Alex Gorsky's internal blog, overseeing external partner agencies support, ghostwriting internal and public-facing content on behalf of Mr. Gorsky, and distributing content via appropriate internal and external channels.

- Worked with key internal contacts to amplify 'News from Alex' blog content to 100,000+ employees around the globe.
- Achieved average reach of 220,000 and 8,000 engagements per ghostwritten LinkedIn posts.
- Conducted research and crafted documents for CEO and other executives to utilize prior to media interviews, conducting affairs overseas, and other significant meetings and public events.
- Played active role in creating a Thought Leadership Content Strategy Playbook to build, activate, champion, shape, and enhance Alex Gorsky as Chief Communicator, translating Johnson & Johnson's purpose to internal and external audiences.

*Director of Marketing & Communications, **Project HEAL** (Feb. 2016 – Jan. 2017)*

Created, executed, and optimized multichannel marketing campaigns for the organization and its 40+ chapters around the globe.

- Managed team of 25 who assisted in tactical execution of marketing and communication strategies.
- Led public and media relations efforts resulting in top-tier coverage in [Forbes](#), [The New York Times](#) and [Fast Company](#).
- Led influencer and celebrity outreach resulting in partnerships with A-list individuals for numerous campaigns and brand activations.
- Developed social media handbook containing executional guidelines for 40+ global chapters on communicating via social channels.
- Managed six-figure marketing budget for online/offline activities, including fundraising galas that raised over \$500,000.
- Created and maintained monthly content and editorial calendar for social media channels and on-site blog.
- Increased unique monthly site visitors by 125% MoM.

*Digital Public Relations Specialist, **Blue Fountain Media** (May 2015 – Oct. 2016)*

Drove public relations efforts across digital landscape to increase domain authority, grow brand awareness, and increase ecommerce conversions of client products and services. Provided research and analytical support for digital marketing strategies and campaigns to identify KPIs, report on results and analytics, as well as optimized each campaign as needed.

- Crafted unique pitch angles for clients to secure top-tier media coverage in [Adweek](#), [Newsday](#), [The New York Times](#), [LA Times](#) and [This Old House](#), among others.
- Worked with internal team to develop and execute multiple go-to-market strategies for brands in the lifestyle, beauty and tech space.
- Negotiated fees with bloggers and influencers to incorporate client products into advertorials and social content.
- Developed, executed and optimized paid social ads for clients in various industries, with an average conversion rate increase of 65% MoM.
- Managed aspects of client digital marketing budgets of over \$1 million.

VOLUNTEER ACTIVITIES

Marketing Consultant, [Rock Recovery](#)

Jan. 2019 – Present