Brett Sutch
Marketing + Technology

I am a marketer, technologist, and designer driven to improve user experience and engagement. A strong believer in analytics and constant enhancement of efficiencies that increase productivity and streamline workflows.

At a Glance
+ 18 years in multiple marketing roles at largest national insurance association.
+ Start-up experience in web, marketing, and IoT spaces.
+ Enthusiasm for attaining new skills, questioning norms, and exploring solutions to problems.
+ Inherent desire to help at any capacity to ensure the success of the team.

Manager, Strategic Marketing & Digital Design | *Strategy, Design, Implementation, Management*
Independent Insurance Agents & Brokers of America | 2003-Present

Marketing Consulting | *Audit, Strategy*
All Funnel | 2019-2020

IoT Design Consulting | *Asset Tracking, Workplace Optimization, Predictive Analytics*
iDevise | 2015-2019

Experience

Research
+ Evaluate previous campaigns, create benchmark data, and document findings.
+ Conduct competitive analysis by reverse engineering their content and utilizing market intelligence platforms.
+ Strategically implement findings into future campaigns.

Design
+ Lead discovery meetings to identify target audience, project objectives and KPIs.
+ Wireframe web and mobile projects and request UI/UX feedback.
+ Finalize design, test with user group, publish, and track.
+ Monitor property or campaign post-launch to identify data-driven improvement opportunities.

Marketing
+ Lead stakeholder meetings, define personas, identify campaign goals, and create roadmap.
+ Use inbound strategies and automations to segment leads and customers and send contextual automations that provide perpetual value.
+ Track conversions and iterate as necessary.
+ Conduct after-action meeting to evaluate campaign effectiveness.

Sales
+ Align marketing and sales to identify and connect with new prospects, explore their needs, and guide them on a path forward.
+ Evaluate close rates and adjust funnel, lead qualification and sales scripts accordingly.

Communication
+ Create buyers journey nurture for leads.
+ Develop ongoing communication plan that continues to provide value to new customers.
+ Meet regularly with internal teams to discuss campaign strategies and synergistic opportunities.

Software / Platforms

Design
+ Adobe: Illustrator, Photoshop, XD, InDesign

Marketing Automation
+ HubSpot
+ Higher Logic
+ JotForm

Web / CMS
+ WordPress
+ SharePoint
+ Shopify
+ HTML, JavaScript, CSS

Analytics
+ Google: Analytics, Console, Tag Manager, Trends
+ Ubersuggest
+ Lucky Orange
+ Social Platform Metrics
+ Bespoke Internal Reporting

Applicable Skills
+ Inbound Marketing / Sales
+ Email Marketing Automation
+ Marketing / Sales Funnels
+ Lead Generation / Qualification
+ Online Assessments
+ Web / UI / UX / Graphic Design
+ Content Marketing
+ Paid Advertising
+ Data Analysis / Reporting
+ Product Development
+ Project Management
+ Digital Transformation
+ Project Proposals / SOW
+ StoryBrand SB7 Framework
+ Contract Negotiation

Location
Pittsburgh, PA

Contact
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LinkedIn
Portfolio URL

Company Websites
+ independentagent.com
+ bigimarkets.com
+ allfunnel.com
+ idevise.com

Certifications
HubSpot
+ Marketing Software
+ Digital Marketing
+ Inbound Marketing
+ Inbound Sales
+ Email Marketing
+ Content Marketing
+ Growth-Driven Design
+ SEO

Udemy
+ Scrum/Agile Product Delivery

MIST AI
+ Bluetooth Location

Professional Affiliations
+ Pittsburgh Technology Council
+ American Marketing Association
+ American Society of Association Executives

Education
Slippery Rock University of Pennsylvania

Bachelor of Science, Communication; Emerging Technology and Multimedia

Community Outreach
Committee Member
+ Annual Charity Golf Event
+ Raised over $190k for local charities since 2009

Volunteer
+ Youth Ice Hockey Coach
+ Youth Soccer Coach