



[Highlights]

-  Led the global release of the M-Trends 2017 report, growing report submissions by **~500% YOY**.
-  Grew average webinar registration by **300%**.
-  Migrated iSIGHT's lead, marketing and web systems, assimilating HubSpot, Salesforce and WordPress into Marketo, Adobe Engagement Manager and Salesforce.com.
-  Gathered **41 Marketing Qualified Leads (MQLs)** in a day with a single, CTA-rich email campaign.
-  Lowered annual attrition by **7 percentage points**, equating to \$3.5M in bottom-line revenue using email nurturing.
-  Established e-commerce, email and all online marketing operations for a growing B2C organization.
-  Led nine website redesigns and eight migrations into new Content Management (CMS), Email Management (EMS) and Content Optimization (COS) systems.



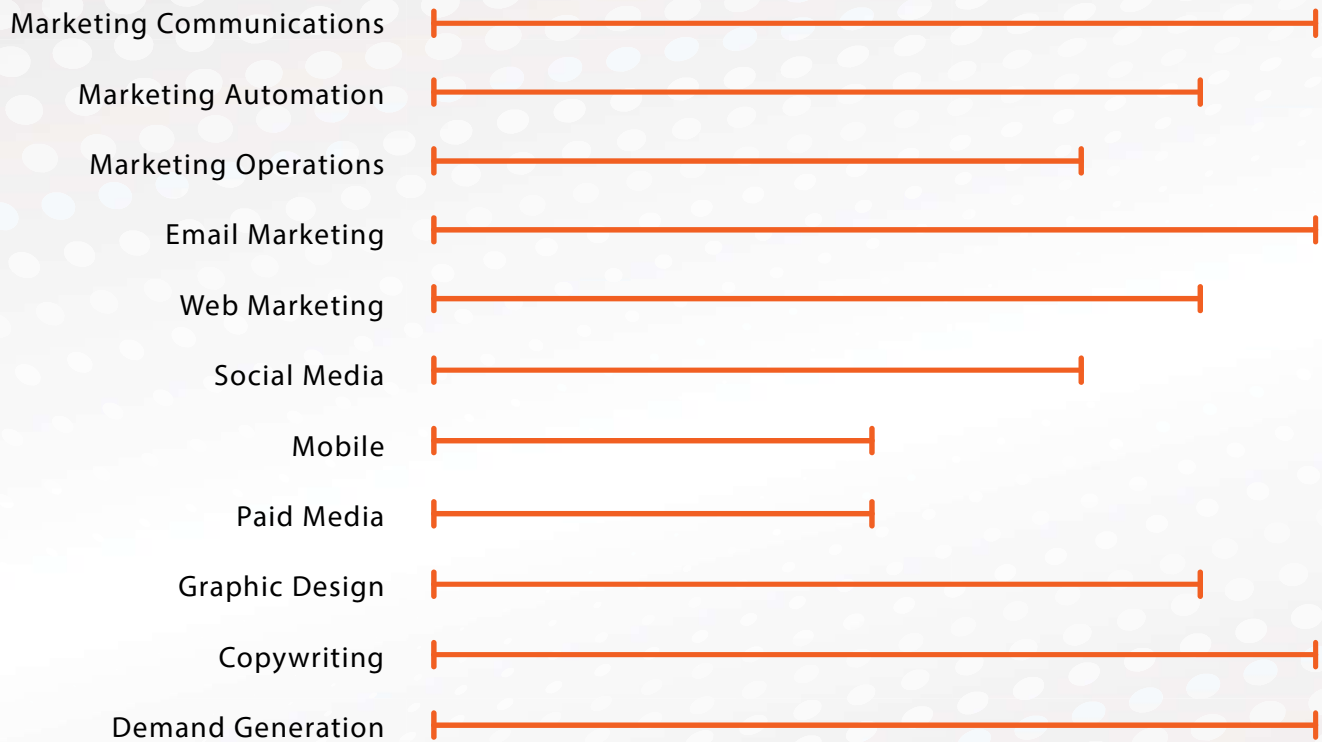
Emily Crawford
Marketing Team
Sport&Health Clubs

Brian is a critical thinker and a visionary with an infectious passion for every project he's assigned. His attention to detail, eye for design, and technical know-how ensures that projects will be done and done well.

To learn more, visit
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[References]



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