

# Brian Bailey

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I'm a digital project manager with a decade of experience guiding creative and technical teams to deliver websites, brand platforms, and marketing initiatives that drive results. I specialize in turning complex ideas into organized, actionable plans managing timelines, teams, and communication across stakeholders. My background blends strategy, design, and sales, which helps me bring clarity and momentum to fast-moving projects.

- Project leadership
- Creative direction
- Client communication
- Timeline management
- Brand and web design
- Sales strategy
- Agile workflow
- UI/UX thinking
- Go-to-market planning

## Professional Experience

### Digital Consultant, Freelance – Remote

*01/2024 – Present*

I've built a small freelance practice helping businesses grow through better branding and digital tools. I lead every part of the process from strategy to design to launch and focus on keeping things simple, smart, and effective.

- Managed end-to-end creative projects from brand strategy to live websites for clients across retail, media, and tech.
- Helped several clients grow from brick-and-mortar to digital-first businesses through thoughtful strategy and clear execution.
- Brought structure to creative work: managing scope, feedback loops, and ongoing collaboration to keep things moving and aligned.

### Project Manager, ARC Software – Boca Raton, FL

*062018 – 01/2024*

I joined ARC early and helped shape the platform from a rough idea into a working product. My role sat between design, dev, and clients managing projects, clarifying priorities, and helping the business grow without losing focus.

- Shaped the initial product vision and managed its development lifecycle from idea to launch.
- Served as the link between clients, designers, and developers translating goals into clear priorities and deliverables.
- Built and led a small, agile team across design and sales, keeping momentum steady through weekly check-ins and focused roadmapping.
- Helped grow the product to profitability by aligning product features with real customer needs.

**Project Manager, Sun Broadcast Group – Boca Raton, FL / New York, NY**

**03/2015 – 06/2018**

At Sun, I ran mobile ad campaigns tied to radio spots for national brands like Geico and Coca-Cola. I managed creative timelines, client needs, and cross-team delivery helping bring some of the first interactive radio ads to market at scale.

- Managed 65 radio station accounts and delivered over 250 custom mobile campaigns for national advertisers like AT&T, NCAA, and Home Depot.

- Led the process from pitch to launch working with sales, clients, and designers to build interactive campaigns tied to on-air spots.

- Improved campaign results by focusing on UX, clarity, and performance tracking regularly exceeding industry benchmarks.

- Helped campaigns reach over 200 million listeners, turning traditional radio into a more interactive and measurable platform.

## **Additional Experience**

**Sales Consultant and Stylist, Nordstrom – Boca Raton, FL**

**02/2014 – 03/2015**

- Built strong client relationships through thoughtful, low-pressure consultative sales closing over \$500K in a year.

- Became a go-to rep for tailored style guidance, with a focus on repeat clients and long-term loyalty.

- Kept up with fast-changing fashion trends and helped customers find what fit both style and lifestyle.

**Assistant Complex Manager, Carmike Cinemas – Port St. Lucie, FL**

**02/2012 – 02/2014**

- Ran day-to-day operations for a high-traffic movie theater overseeing schedules, payroll, concessions, and events.

- Introduced new mobile concessions to improve flow and drive monthly sales.

- Launched themed event programming (senior days, kids' weekends, etc.) to keep attendance high and varied.

- Handled building maintenance and outside vendors, keeping everything running smoothly behind the scenes.

## **Education**

**Bachelor's Degree, University of Kentucky**

**2024-2026**

**Associates, Cincinnati State**

**2020-2022**