

Brian M. Becker |

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EXPERIENCE

Marketing Manager — Futuredontics, Inc.
January 2007 – Present

Brands: 1-800-DENTIST, SMILEWORKS Anti-Aging Center, Patient Activator, GoAskFred.com

- Write and edit original copy for various media, including e-mail campaigns, Web copy, direct mail, sales collateral, internal communication, magazine articles and print advertisements
- Directly manage a team of copywriters/project managers in the conception, creation, approval and fulfillment of all company campaigns and communication
- Maintain consistent, yet distinct voices for multiple business-to-business and business-to-consumer brands
- Track efficacy of marketing campaigns and regularly work with VP of Marketing, VP of Sales, Chief Creative Officer and CEO to develop future strategies
- Oversee project management of all department projects, prioritizing the needs of multiple clients in order to meet company goals and individual deadlines

Special Projects

- **SMILEWORKS Anti-Aging Center** – Developed original materials for new MedSpa/cosmetic dentistry facility, including description of skincare products and procedures, Website copy, print advertisements, consumer e-blasts and franchisee brochures
- **GoAskFred.com** – Led the creation of a new lead-generating campaign and Website to complement the 1-800-DENTIST brand, creating and maintaining the public voice of the CEO through blogs, articles, whitepapers, videos and targeted e-mails
- **Everything is Marketing** – Edited the first and second editions of CEO's dental marketing book, working closely with him to make improvements to both content and style, proofing artwork and copy, and managing the self-publishing process

Freelance Copywriter — WebArtThou, LLC
December 2007 – September 2009

- Developed all original copy for company's Website
- Consulted on the development of various direct-response e-mail campaigns and wrote all e-mail templates for new and existing clients
- Edited owners' print advertisements, new client presentations, customer correspondence and invoice messaging

Freelance Copywriter — USSM, Inc.
February 2006 – June 2007

- Consistently readapted company materials for new target audiences
- Created new sales letters and complementary collateral
- Collaborated with SEO team to write a keyword-rich online advertorial to improve company's online ranking

Operations Supervisor — Washington Mutual Bank
November 2001 – December 2007

- Wrote original articles for corporate Intranet Website
- Supervised, scheduled, and trained financial center employees
- Prepared and maintained regulatory audits to ensure compliance with federal and corporate regulations

EDUCATION

B.A. Communication Studies – 2003
California State University, Northridge

M.A. Mass Communication/Journalism – In progress
California State University, Northridge

SKILLS/INTERESTS

- Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Very familiar with AP Style
- Background in theater
- An almost annoying love of words and language