

BrandonAyers

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Education

University of West Florida | Pensacola, FL | 2000

Bachelor's degree program: Digital Enterprise with a minor in E-Business Management

Experience

Digital Sales Director

Pensacola News Journal / GoPensacola.com | Pensacola, FL | Current

- Responsible for all digital revenue across segments including: Automotive, Retail, Rentals, Real Estate and Employment
- Led and managed a team of individuals to become digital experts in their given segments via group and one on one digital training
- Increased digital revenues by as much as 40% YOY
- Researched and indentified specific strategies to create direct revenue impact; followed by with hands on roll outs to both staff and clientele.
- Focused on tactical implementation of emerging technologies and innovative techniques as they apply to driving revenue growth and measureable results
- Strong emphasis on achieving monthly, quarterly and yearly goals via successful personal and team pipeline management

Digital Development Manager

Pensacola News Journal | Pensacola, FL | 2007-2010

- Directed concept development for digital advertising and content initiatives focused on audience footprint and revenue growth
- Trained, coached and lead digital sales team members in emerging technologies and the techniques required to allow clients the path of least resistance on to an understanding of digital advertising and it's benefits
- Accompanied outside sales team members, frequently leading sales calls focused on digital campaigns and products (Cars.com, Apartments.com PNJ.com, etc)
- Worked closely with advertising management to outline and conduct digital sales training and coaching both inside and in the field
- Collaborated directly with advertisers for the exploration and

presentation of digital options, possibilities and solutions

- Ensuring delivery of an accurate focus on target markets and segments
- Provided focused digital design for print and digital exclusive products
- Designed non-traditional media and creatives using the web, mobile platforms and other resources for an enhanced user experience with the full range of existing and new digital products offered by pnj.com

Interactive Content Manager

Pensacola News Journal | Pensacola, FL | 2005-2007

- Managing, developing and designing products/projects for the web to achieve an intuitive and aesthetically pleasing experience for visitors while always meeting monetization and deadline requirements.
- Designed and developed all non-daily and special section web components, including sites, advertisements and interactive promotional materials.
- Collaborated directly with advertisers for the exploration and presentation of digital options, possibilities and solutions.
- Production of all online advertising creatives; designing conventional, unconventional, and dynamic advertising using Flash, CSS, XML & ASP, in order to be effective and engaging without being intrusive or distracting.
- Accompanied outside sales team members, frequently leading sales calls focused on digital campaigns and products (Cars.com, Apartments.com PNJ.com, etc)
- Developed online applications to maximize efficiency for the fulfillment of ad orders and various other internal processes.
- Conceived and oversaw new product/feature development and implementation for daily and non-daily websites.
- Independently redesigning the daily papers umbrella template(s) and entertainment portal. *(Not yet live)*
- Developed and hosted training programs for the sales team in order to assist in the move from print advertising sales to online.

More

Innovation is what drives me, the nature of that aspiration is such that there will never be a static goal, as I grow and move forward the goals and benchmarks I aim for continue to progress and expand.