

Brian Alves

MARKETING DIRECTOR | MULTI-LOCATION GROWTH | PERFORMANCE CREATIVE & AI

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PROFESSIONAL SUMMARY

Senior marketing and communications leader with 10+ years of experience leading teams, agency partners, and seven-figure budgets across multi-location, nonprofit, B2B, and healthcare organizations. Delivered a 30% revenue lift in four months, reduced paid-media spending while maintaining lead flow, and increased B2B leads by 20%.

CORE COMPETENCIES

Growth strategy and budget ownership: resource allocation, forecasting, channel mix, and revenue accountability

Multi-location marketing: national strategy, local execution, franchise support, and territory-level demand

Brand and communications: positioning, integrated campaigns, executive messaging, video, and content strategy

Team and agency leadership: staff development, vendor management, briefs, standards, and performance expectations

Performance marketing: paid media, CRO, attribution, pipeline measurement, and continuous optimization

Marketing operations and AI: CRM, automation, workflow design, reporting, and scalable lead management

PROFESSIONAL EXPERIENCE

Fractional Marketing Director | [MarketingNerds.ai](#)

2025 - Present

Fractional growth strategy and AI-enabled marketing operations for service businesses | Boston, MA

- Advise founders and business leaders on growth priorities, audience strategy, positioning, and integrated marketing plans across paid media, content, video, automation, and reporting.
- Direct specialists and contractors across creative, paid media, web development, and automation; set briefs, timelines, review standards, and performance expectations.
- Design AI-enabled marketing and lead-management workflows that improve response time, campaign visibility, message consistency, and execution across client operations.

National Marketing Director | [American Consumer Credit Counseling](#)

2024 - 2025

National customer acquisition and compliant marketing for a regulated financial-services organization | Auburndale, MA

- Led a five-person team and owned a \$1M national nonprofit marketing operation spanning paid media, video, marketing technology, analytics, website conversion, and lead generation.
- Reallocated investment across Google, YouTube, and Hulu, reducing PPC spending by 30% while maintaining lead flow and improving marketing efficiency.
- Aligned marketing, sales, and website teams around full-funnel measurement for long-cycle customer acquisition, generating 1,218 applications and 226 completed conversions.
- Modernized marketing operations through stronger campaign governance, conversion tracking, and data-driven practices that improved accountability and decision-making.
- Launched the first debt-consolidation advertising campaign on Reddit, navigating strict financial services requirements while establishing a new source of qualified leads within five days.

National Marketing Director | Amramp Accessibility

2021 - 2023

National franchise marketing across 60+ locations in the United States and Canada | Randolph, MA

- Owned national growth strategy and a seven-figure marketing budget across 60+ franchise locations; led a turnaround that produced a 30% revenue lift within four months.
- Built and led a team of eight creative professionals plus a national network of 45 video producers, establishing consistent standards across paid, organic, web, and video programs.
- Standardized national and local demand generation across paid search, SEO, social, video, and web, strengthening territory execution and brand consistency.
- Managed strategic media and technology partners, including USA Today, and introduced reporting and workflow improvements that increased visibility into franchise marketing performance.

Director of Digital Marketing & Communications | Paragon Communications

2017 - 2020

B2B demand generation, digital strategy, and integrated marketing communications

- Owned B2B digital marketing and communications strategy for a dormant brand, increasing website traffic by 30%, qualified leads by 20%, and sales by 15%.
- Expanded the marketing team from two to five and managed budgets up to \$500K across content, inbound marketing, digital campaigns, and sales enablement.
- Built full-funnel programs using audience segmentation, lead scoring, dynamic creative, and performance reporting tied to pipeline and revenue.
- Partnered with sales and product leaders to improve demand workflows, campaign measurement, and the handoff from marketing engagement to sales follow-up.

Creative Director | Lifespan Health Network

2013 - 2017

Regional healthcare creative strategy, patient engagement, and digital communications | Providence, RI

- Led multichannel creative operations and patient-growth storytelling across a major regional health network, aligning content with organizational and service-line priorities.
- Modernized social and video strategy, increasing audience engagement by 25% while maintaining healthcare compliance and brand standards.
- Connected patient-journey insights to campaign planning, media decisions, and emotionally credible creative that supported awareness and engagement goals.

EDUCATION

Bachelor's Degree, Broadcast Communications

CERTIFICATIONS & PLATFORMS

Certifications: Google Ads Measurement Certification | Google Ads Video Certification | IAB Digital Media Buying & Planning

Platforms: Salesforce | HubSpot | Marketo | Pardot | GA4 | Google Ads | Meta Ads | SEMrush | Microsoft 365 | AI automation

LEADERSHIP & COMMUNITY

- Executive Advisory Board, American Marketing Association.
 - Speaker on AI, communications strategy, marketing transformation, and organizational growth at Boston-area universities, organizations, industry events, and podcasts, including Suffolk University, Hult International Business School, and Boston College.
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