

Brandon Losacker

Senior Marketing Leader | Creative Director | Content & Brand Strategist

Cincinnati, OH | 513-310-5403 | brandon.losacker@gmail.com | www.brandonlosacker.com

Professional Summary

Senior Marketing Leader and hands-on Creative Director with deep expertise across healthcare, technology, financial services, and manufacturing. Skilled at building and repositioning brands end-to-end: strategy, creative direction, content systems, and execution. Proven ability to manage budgets up to \$800K, direct cross-functional teams, and deliver measurable growth. Known for translating business goals into clear creative and content strategies that drive results.

Career Highlights

- Directed brand + content strategy for GE Capital/Synchrony web platforms reaching 50M+ monthly visitors.
 - Repositioned Gravity Diagnostics into an NFL/MLB/NCAA-affiliated brand with an \$800K budget, boosting web traffic +163% and social engagement +150% through video-led creative campaigns.
 - Expanded UASI's presence with a \$375K budget: doubled site traffic (+198%), lifted engagement +418%, and grew social shares +1,360%.
 - Delivered +587% web traffic and +4,400% PPC/display lift at Salvagnini with a \$575K budget and integrated creative/digital campaigns.
 - Built referral-driven creative studio as Founder & Creative Director of Montages in Motion, delivering \$3K-\$10K projects nationwide for 15+ years.
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Professional Experience

Director of Marketing | Creative Director & Content Strategist

UASI – United Audit Solutions Inc. | 2024 – 2025

- Directed omnichannel brand campaigns with a \$375K budget, doubling site traffic (+198%) and boosting social shares +1,360%.
 - Increased engagement +418% with creative-led campaigns across web, social, and video.
 - Led UX/UI redesign, overseeing creative direction, wireframes, and content systems.
 - Managed brand governance, legal reviews, and cross-functional teams to align with compliance.
 - Owned content strategy for web, social, and video to align messaging with brand positioning.
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Director of Digital Content & Brand Strategy | Creative Director

Gravity Diagnostics | 2022 – 2024

- Directed integrated campaigns with an \$800K budget, repositioning brand through NFL/MLB/NCAA partnerships and Kroger activations.
 - Boosted web traffic +163% and social engagement +150% via video-led creative campaigns and optimized landing pages.
 - Oversaw creative production across PR, packaging, signage, and large-scale stadium activations.
 - Led website redevelopment and multi-channel creative including print, digital displays, and event materials.
 - Conducted focus groups and interviews to inform content strategy, customer case studies, and audience insights.
 - Built scalable creative/content systems to unify brand voice across channels.
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Senior Digital Acquisition Manager | Creative Director & Brand Strategist

Salvagnini America | 2020 – 2022

- Managed \$575K budget for digital campaigns, tradeshow, and media; generated +587% web traffic and +4,400% PPC/display lift.
 - Partnered with sales to influence \$16M+ revenue through creative-led campaigns.
 - Directed campaign creative including high-conversion landing pages, video, and messaging aligned to buyer journey.
 - Owned brand positioning and content strategy across digital campaigns to support sales pipeline.
 - Oversaw creative across digital, social, and event/tradeshow campaigns from concept through delivery.
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Senior Creative Executive | Creative Director

Rasor Marketing & Communications | 2019 – 2020

- Served as the agency's lead creative across content, video, graphic design, web design, UX, and multimedia for healthcare, government, and education clients.
 - Developed complete brand identities and creative strategies to drive client results.
 - Directed creative execution of PR campaigns, collateral, and multi-channel marketing initiatives.
 - Managed client timelines, budgets, and brand/legal reviews across multiple accounts.
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Web Content & Digital Marketing Manager | Creative Director & Content Strategist

GE Capital / Synchrony Financial | 2004 – 2019

- Built the first-ever website for GE Retail Sales Finance, establishing the digital foundation still in use today.
 - Led UX and creative development of the Business Center, a B2B platform for GE Capital/Synchrony partners that remains live today.
 - Directed creative + content strategy for enterprise web properties serving 50M+ monthly visitors.
 - Conceived branded campaigns and UX-driven content boosting traffic +63% and new product adoption +70%.
 - Scaled editorial/creative workflows to accelerate delivery across enterprise sites.
 - Managed in-house creative teams and agencies to deliver large-scale campaigns under compliance review.
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Founder / Creative Director

Montages in Motion | 2009 – Present (part-time)

- Built a referral-driven video studio delivering \$3K–\$10K creative projects nationwide for 15+ years.
 - Directed and produced video, design, storyboarding, and motion graphics.
 - Developed customer-facing media system to streamline intake and delivery.
 - Balanced freelance creative projects while pursuing full-time leadership roles.
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Skills

- Creative & Brand: Creative Direction, Art Direction, Storytelling, Campaign Development, Brand Strategy, Positioning, Copywriting, Visual Identity
- Content Strategy: Messaging Frameworks, Information Architecture, Governance, Editorial Planning, Content Systems, Customer Research
- Digital Growth: SEO/SEM, PPC, Social Strategy, CRM, Email Marketing, HubSpot, Analytics, Conversion Optimization
- Platforms & Tools: Adobe Creative Suite | Final Cut Pro | Google Analytics | Google Ads | YouTube Ads | HubSpot | Mailchimp | WordPress | Microsoft 365 | SharePoint | LinkedIn Campaign Manager | Meta Ads Manager | ChatGPT | Claude | Canva
- Leadership: Cross-functional Leadership, Team Development, Strategic Planning, Project Management, Budget Management