



## CONTACT

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- [www.brandonlosacker.com](http://www.brandonlosacker.com)

## SKILLS

### Creative Marketing:

Brand Storytelling,  
Campaign Development, UX/UI,  
Journey Mapping, Creative  
Direction, Copywriting & Editing,  
Brand Positioning,  
Audience Engagement

### Digital Strategy:

Google Analytics, HubSpot,  
SEO/SEM, Social Media Strategy,  
PPC, Email Automation,  
CRM Management,  
Content Systems Development

### Multimedia & Web:

Adobe Creative Suite, Final Cut Pro,  
Video Production, Motion Graphics,  
Web Design, Storyboarding,  
Visual Design

### Leadership:

Team Leadership,  
Project Management,  
Strategic Planning, Budget  
Oversight, Cross-functional  
Collaboration, Team Development

# BRANDON LOSACKER

CREATIVE DIRECTOR | MARKETING LEADER | BRAND STRATEGIST

*Building brands through clarity, content, and measurable growth*

## CAREER HIGHLIGHTS

- GE Retail Sales Finance / GE Capital / Synchrony** – Built the **first-ever website** for Retail Sales Finance and launched the B2B Business Center platform still used today – scaling digital access for **50M+ monthly visitors**. Combined UX, content strategy, and creative direction to set a digital foundation that outlived multiple corporate transformations.
- Gravity Diagnostics** – **Repositioned the brand** through high-profile partnerships with NFL, MLB, NCAA, and Kroger – delivering credibility, visibility, and brand lift across healthcare and consumer audiences. Directed **multi-channel creative** from web and video to PR, packaging, and stadium activations to bring the brand into the national spotlight.
- Salvagnini America** – **Boosted web traffic +587% and PPC/display engagement +4,400%** through integrated creative campaigns, driving \$16M+ in new revenue. Led creative direction for landing pages, video, and messaging that combined brand storytelling with measurable sales impact.
- UASI (United Audit Solutions Inc.)** – **Expanded social audience +11.7% with +418% engagement growth, while doubling site traffic (+198%)** through creative-led content strategy. Orchestrated a full UX/UI redesign, aligning web, social, and video to elevate healthcare positioning and customer experience.
- Montages in Motion** – **Directed nationwide video and design projects** through a referral-driven studio producing \$3k–\$10k projects for over 15 years. Built custom story-driven content for families, athletes, and brands, showcasing creative agility across audiences and formats.
- Razor Marketing & Communications** – **Led creative direction** for healthcare, government, and education clients – from **brand identity to UX, video, PR, and multi-channel campaigns**. Served as the agency's **go-to creative partner**, balancing strategic vision with hands-on execution.