BRANDON LOSACKER

Senior Marketing Leader | Creative Director | Content & Brand Strategist

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# 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 direct cross-functional teams while personally delivering high-impact creative across web, video, design, social, print, and campaigns. Known for translating business goals into clear creative and content strategies that drive measurable growth.

# Career Highlights

* Directed brand + content strategy for GE Capital/Synchrony web platforms reaching 50M+ monthly visitors.
* Repositioned Gravity Diagnostics into an NFL/MLB-affiliated brand, boosting traffic by 163% through video-led creative campaigns.
* Expanded UASI’s social audience by 11.7% and increased shares by 1,360%, while doubling site traffic (+198%) through creative-first content strategy.
* Delivered 587% web traffic growth and 4,400% PPC/display lift at Salvagnini with integrated creative + digital campaigns.
* Produced referral-driven video/design projects as Founder & Creative Director of Montages in Motion, delivering $20k–$30k projects nationwide for 10+ years.

# Professional Experience

## Director of Marketing | Creative Director & Content Strategist (in function)

UASI – United Audit Solutions Inc. | 2024 – 2025

* Led brand marketing and creative execution to elevate healthcare presence.
* Directed UX/UI redesign, overseeing creative direction, wireframes, and content systems.
* Expanded social media audience by 11.7% and boosted engagement by 418% with creative-led campaigns.
* Owned content strategy for web, social, and video to align messaging with brand positioning.
* Managed cross-functional teams, budgets, and analytics for ROI optimization.

## Director of Digital Content & Brand Strategy | Creative Director (in function)

Gravity Diagnostics | 2022 – 2024

* Repositioned brand with NFL, MLB, and NCAA partnerships to drive consumer and B2B engagement.
* Directed branded video production, social campaigns, PR assets, and storytelling to boost awareness.
* Led website redevelopment, co-branded initiatives with Kroger, and multi-channel creative including print packaging, signage, and suite/stadium design.
* Produced public relations materials, event creative, and large-scale digital displays for stadium and venue activations.
* Conducted focus groups and interviews to inform content strategy, customer case studies, and audience insights.
* Increased web traffic by 163% via optimized landing pages and creative-led campaigns.
* Built scalable creative/content systems to unify brand voice across channels.

## Senior Digital Acquisition Manager | Creative Director & Brand Strategist (in function)

Salvagnini America | 2020 – 2022

* Directed creative + content campaigns that boosted traffic by 587% and PPC/display by 4,400%.
* Produced high-conversion landing pages, video creative, and messaging aligned to buyer journey.
* Owned brand positioning and content strategy across digital campaigns to support sales pipeline.
* Partnered with sales to generate $16M+ revenue with brand-forward campaigns.
* Oversaw creative across digital, social, and event/tradeshow campaigns from concept through delivery.

## Senior Creative Executive | Creative Director (agency environment)

Rasor Marketing & Communications | 2019 – 2020

* Served as the agency’s go-to creative lead across content, video, graphic design, web design, usability/UX, and multimedia, driving results for new and existing clients.
* Developed complete brand identities and creative strategies for healthcare, government, and education clients.
* Directed creative execution of PR campaigns, collateral, and multi-channel marketing initiatives.
* Championed functional design and customer experience as equal parts behavior, emotion, utility, and ease-of-use.
* Managed client timelines, relationships, and communication to align creative delivery with strategic goals.

## Web Content & Digital Marketing Manager | Creative Director & Content Strategist (in function)

GE Capital / Synchrony Financial | 2004 – 2019

* Built the first-ever website for GE Retail Sales Finance, a division that evolved into GE Money and later GE Capital, 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.
* Scaled editorial/creative workflows to accelerate delivery across enterprise sites.
* Concepted branded campaigns and UX-driven content that boosted traffic by 63% and new product adoption by 70%.
* Oversaw in-house creative teams and agencies to deliver enterprise-scale digital experiences.

## 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.

# 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, Taxonomy, Content Systems, Customer Research
* Digital Growth: SEO/SEM, PPC, Social Strategy, CRM, Email, HubSpot, Analytics, Conversion Optimization
* Multimedia & Design: Adobe Creative Suite, Final Cut Pro, Motion Graphics, Web Design, UX/UI, Storyboarding
* Leadership: Cross-functional Leadership, Team Development, Strategic Planning, Project Management