



Brian Pearson

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Summary

Results-driven **Director of Digital Production & Interactive Media** with 9+ years of high-level leadership in web production, digital project management, and cross-functional team leadership. Proven success in implementing Agile/Scrum methodologies, leveraging digital strategies, and generating high ROI through UX/UI design, SEO, and data-driven decision-making capabilities. Proven skills at driving digital transformation, empowering high-performing teams, and delivering advanced web solutions with client satisfaction in mind.

Core Competencies

- **Leadership & Innovation:** Cross-functional Team Leadership, Mentoring, Client Relationship Management, Strategic Planning, Business Development, Digital Transformation, AI-Powered Project Management, Prompt Engineering, AI Ethics & Best Practices
- **Digital Project Management & Agile:** Scrum, Kanban, Trello, Monday.com, ClickUp, JIRA
- **Digital Marketing & Analytics:** SEO, SEM, Google Analytics, Google Ads, Social Media Marketing, Content Collection, Data Analytics, Reporting
- **Web & UX/UI:** HTML5, CSS3, JavaScript, PHP, MySQL, WordPress, React, jQuery, Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD), Figma, Shopify, WooCommerce, Webflow

Professional Experience

Director of Digital Production & Interactive Media

Miranda Creative | Norwich, CT | 2021 – 2024 (Promoted from Senior Digital Project Manager)

- Directed agency-wide Agile transformation, boosting project completion rates by 40% and reducing project delivery times by up to 40% through workflow optimization.
- Managed cross-functional web and interactive teams with responsibility for production and delivery of more than 30 websites per year with a 98% client retention record.
- Improved client support response time by 50% through the optimization of daily ticket systems and task coordination, greatly improving customer service.
- Improved client satisfaction scores by 25% through the development and launch of financially sound interactive services.
- Improved website traffic by 75% through thorough SEO optimization and improved user engagement strategies.
- Boosted conversion rates by 25% using A/B testing and user behavior analysis, delivering high-impact digital outcomes.
- Coached 10+ junior team members on Agile methodology, web development, and project management, leading to 30% boost in team velocity and skill acquisition.
- Launched agency-wide adoption and deployment of ClickUp and Monday.com, streamlining operations, improving collaboration, and speeding up team velocity.
- Coordinated all Agile ceremonies (sprint planning, daily stand-ups, retrospectives) as Scrum Master, encouraging open communication and continuous improvement.
- Assisted agency business development and strategic planning, identifying new opportunities and managed top client relationships to achieve high satisfaction.

Digital Traffic Manager

Miranda Creative | Norwich, CT | 2017 – 2019

- Managed project planning, task assignments, and timelines of web development projects.
- Observed web development best practices and implemented security measures.
- Conducted regular website reviews to optimize performance and determine improvement areas.

Web Assistant/Associate

Miranda Creative | Norwich, CT | 2016 – 2017

- Supported web development team in maintaining content, plugin installation, and website updates.
- Streamlined and delegated tasks using project management software to enhance workflow efficiency.

Education

Thames Valley Technical College, Norwich, CT Civil Engineering Technology