

BRIAN KERMAN

GROWTH MARKETER | BRAND STRATEGIST

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What I Bring

As a performance-driven marketing leader with deep expertise across DTC and sports brands, I excel at crafting integrated, multichannel strategies that drive scalable customer acquisition and measurable revenue growth. I specialize in aligning growth marketing with business goals to improve ROAS, optimize investment across paid channels, and expand customer LTV. I thrive in high-growth environments where data rigor, creative iteration, and cross-functional collaboration fuel continuous improvement.

Known for a strategic, test-and-learn mindset, I balance analytics with creative insight to deliver full-funnel campaigns that convert from awareness through retention across Meta, Google, YouTube, and other emerging channels.

Professional Experience

JUNCTION 37

Partner, Performance Marketing (*Director Equivalent*) | Quip, NHL, Columbus Crew

January 2024 – Present

- Lead cross-channel performance marketing for the NHL and Columbus Crew, owning full-funnel strategy and execution across Paid Search, Paid Social, Programmatic, YouTube, and CTV to drive tune-in, ticket sales, and fan engagement across priority markets.
- Partner with the NHL to deliver tune-in and ratings-lift marketing across marquee moments—including the Stanley Cup Playoffs—deploying market-level CTV, YouTube, and Programmatic activations that contributed to a 41% lift in playoff ratings across targeted DMAs.
- Own the Columbus Crew's ticketing performance strategy across season tickets, partial plans, and single-game campaigns; develop media mix, pacing, and targeting frameworks aligned to client goals, inventory shifts, and Ticketmaster support.
- Build always-on and game-driven acquisition programs for Crew ticketing, optimizing Meta, Google, and Programmatic channels to maximize ROAS, reduce CPA, and expand high-intent fan segments ahead of priority matches.
- Created and deployed an app for the NHL to help inform and drive media mix approach by game type, leveraging historical data and code a solution to quicken planning process for both the client and the agency.
- Manage and mentor a multidisciplinary team across strategy, execution, and analytics, setting standards for performance, reporting, and experimentation while supporting six concurrent accounts across the sports and DTC space.

ASSEMBLY GLOBAL

Associate Director, Search | MSC Cruises, Supercuts, Tom Ford
Senior Search Manager | E*TRADE

April 2022 – January 2024
April 2021 – April 2022

- Developed and executed full-funnel marketing strategies and campaign roadmaps to drive customer acquisition for clients within the travel, franchise, app, healthcare, and fashion industries.
- Led discussions with C-level executives and brand partners about performance, KPI goals, and campaign optimizations.
- Directed cross-channel teams in the creation of campaigns in alignment with brand-provided briefs and financial KPIs.
- Led a team of five direct reports and oversee their career development, host weekly 1:1s, and coach them on day-to-day tasks and processes.
- Revamped MSC Cruises' Search and YouTube strategy by prioritizing key destination ports, optimizing spend allocation, and refining audience targeting—resulting in a 15% improvement in ROAS year over year.
- Recommended and implemented campaign optimizations for a client in the healthcare industry, resulting in a 300% increase in conversion volume and a 65% decrease in CPA throughout 2023.

SCORPION INTERNET MARKETING

Advertising Manager | Camp Bow Wow, College Hunks Hauling Junk

Advertising Strategist | Legal Firms, Home Service Providers

Advertising Analyst | Sport Clips

January 2020 – April 2021

July 2018 – January 2020

April 2017 – July 2018

- Planned and managed performance media campaigns for Scorpion's priority clients on Search, Meta, and YouTube.
- Managed campaign performance for national franchises, operating a tiered campaign structure ranging from nationally focused buys to Franchisee-level support.
- Monitored budget pacing and performance across 300+ accounts, ensuring efficient allocation and strategic optimizations to meet client goals.
- Played a key role in the establishment of vertical-specific best practices, contributing to master documents used across hundreds of individual clients to standardize strategy and execution.
- Outlined and presented a plan for the creation of a Branding Department, an initiative launched in 2019.

Vertical Experience:

- CPG, Sports, Travel, Healthcare, DTC, Franchise, Fashion, Home Service, QSR

Skills & Certifications:

- **Strategy & Leadership Skills:** Team Leadership, Product Strategy, New Customer Acquisition Approaches, Cross-Channel Collaboration
- **Performance Media Expertise:** Google Ads, Meta Ads, The Trade Desk, Digital Partnerships, Media Planning, Data-Driven Marketing, Looker Studio, YouGov, Power Query, Media Budget Management, Full-Funnel Acquisition

Education

St. Joseph's University, Patchogue, NY

Bachelor of Science in Marketing

Division 3 Baseball

December 2016