

BRIAN B. FRENCH

Based in Tampa, FL

(813) 944-3190

E-mail: Brian@FloridaWebsiteMarketing.com

Innovative Internet Marketing Expert and Disciplined Business Analyst

Providing a professional pathway for "old economy" businesses to evolve and create effective "new economy" web based business models. Internet business consultant (with Wall Street analyst background) who can identify, develop and manage new internet based sales and growth channels through innovative high return on investment business strategies.

- **Successful website designer and developer**

Skilled in technical areas of web design: Dreamweaver, FrontPage, HTML, Photoshop & Flash. Successfully created and manage over 45 websites. Creator and owner of top website in the trillion dollar estate and wealth transfer market (over 800 pages of content, receives organic i.e., free traffic on more than 4,000 keyword phrases and receives over 31,000 page views monthly).

- **Niche business manager and internet marketing consultant**

25 years of formal "Wall Street" business analyst and management experience. Application of this disciplined knowledge to the "new frontier" of website and business innovation. Intensive focus on website user needs analysis in creating high demand product offers via; multivariate A/B web page testing, database attribution and website analysis utilizing Omniture, SiteCatalyst and other platforms. Application of cost effective and integrated e-mail campaigns, online sales lead capture and newsletter prospect development strategies.

- **Social media expert & Leader of largest business networking group in Florida**

Owner of 10 LinkedIn business networking groups with over 8,000 active members (growing at over 110% annual rate). Owner of the largest professional networking group in Florida with over 6,000 members. Expert in applying social media platforms to grow corporate internet revenues. (LinkedIn, Twitter, Ning, Facebook etc). **Leader of largest business networking group in Florida chapters in: Tampa, Orlando and Sarasota markets.** SEE <http://www.meetup.com/LinkedIn-Linked-by-Tampa-Bay-Business-Networking/>

- **Skilled analyst and prolific writer of web content**

Written analytical research reports on virtually all industries as a business / investment analyst. Published over 1,000 business articles to; blogs, Ezines, and websites for search engine optimization, public relations and marketing campaigns.

- **Search engine optimization expert**

Documented track record of search engine optimization success. Implemented search engine campaigns for dozens of companies to achieve a first page (organic – free) Google search ranking. Comprehensive "on page" expertise, as well as, "off page" link building resources and experience.

- **Sales and new business closer**

Sold and managed hundreds of millions of dollars in new business, over a 25 years track record. Trained and worked for some of largest and most successful sales force organizations in the United States.

- **Management skills**

Experienced in leading projects from initial strategy formation to fully functioning completion. Skilled in conducting internal leadership meetings. Seasoned public speaker. Verifiable performance employment reviews. Effective staff leader and team player.

Links to LinkedIn marketing groups owned:

Tampa Bay / Orlando over 5,250 members <http://www.linkedin.com/groups?about=&gid=69179&trk=anet ug grppro>
Tampa / Sarasota <http://www.linkedin.com/groups?about=&gid=1520087&trk=anet ug grppro>
Elder Law Group 735 members <http://www.linkedin.com/groups?about=&gid=1969587&trk=anet ug grppro>
Florida Attorneys, Business Owners & CPA's <http://www.linkedin.com/groups?about=&gid=1969587&trk=anet ug grppro>

SAMPLE PORTFOLIO OF WEBSITES OWNED:

www.FloridaWebsiteMarketing.com www.TampaBayClassifieds.net
www.EstateSettlement.com www.Probate-Marketing.com
www.ProbateRealtors.net www.Attorney-Links.net
www.FindaProbateAttorney.com www.ProbateBlog.net
www.Realtor-Links.net www.Estate-Appraisers.net

EDUCATION:

New Horizon Computer Training Tampa, FL
Dreamweaver, Front page HTML Web design

The Institute of Chartered Financial Analysts
Chartered Financial Analyst / Completed Level 2
Charlottesville, Virginia

University of South Florida Tampa, Florida
Bachelor of Arts Degree, Graduated 1981
Major: Finance & Business Administration | Marketing

Notre Dame University Advanced Trust Investment Studies -Cannon Financial
Florida Graduate Trust School NASD Securities licenses: Series 7 and 66

BUSINESS EXPERIENCE:

2007 to present **Florida Website Marketing.com Full service website consulting service** * Lithia, FL
Website design and development. Internet consulting and marketing. Pay per click, and search engine optimization campaigns. Proven track record of client success.

2003 to present **Estate Settlement LLC Website & Attorney Marketing Service** * Lithia, FL
Owner and CEO of leading estate settlement and probate website in the United States.

Financial Analyst and Advisor 1983 to 2009

Companies worked for:

- **Regions Bank** (Morgan Keegan) - Vice President Sales and Marketing
- **Synovus Bank** - Vice President, Management and Marketing
- **Merrill Lynch Trust Company** / Merrill Lynch Investment Managers -Regional Vice President
- **SunTrust Bank** - Vice President, Management and Marketing
- **SouthTrust Bank** (presently Wells Fargo) - VP & Manager of Florida Division
- **First National Bank of Clearwater** (presently Regions Bank) - Senior Analyst
- **Independence Securities** - Director of Research
- **EF Hutton** – Licensed Salesperson