

Peter Bysshe

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Professional Summary

Digitally-savvy, creative and athletic, senior brand strategist with 20+ years of experience driving proven marketing strategies that enhance brand awareness and engagement. Skilled at researching and identifying growth opportunities and discovering new revenue streams while building community and reducing cost of acquisition. Adept at planning, designing, presenting and delivering marketing and communication research, plans, budgets, and calendars that reflect specific industry ebbs and flows. Seeking the Marketing Director position at Moots with an understanding that you are committed to the right kind of growth, collaboration, and success.

Work Experience

Recon Dynamics (Construction Tech) | Remote, NYC Metro **Head of Brand Development | October 2019 to Present**

(Adobe, GetResponse, Ontraport, MS, HubSpot, Webflow, Wordpress, Wix, Google Analytics, All Presentation Programs)

- Create, present, execute and track comprehensive digital marketing strategies that have delivered 10X growth in awareness for the ReconPillar brand over the last 2 years while reducing cost of acquisition by more than 80%
- Design, launch, and maintain customized marketing campaigns on and offline including email campaigns that frequently surpass 60% open rate and 30% click through
- Direct all brand advocacy efforts from web design, online advertising, SEO, web analytics, trade shows, product creation and naming, as well as sales training and investment decks, ensuring that all touchpoints authentically reflect and amplify the mission and reality of ReconPillar today and its vision for the future
- Attract and manage strategic partnerships and industry collaborations that expand ReconPillar's reach and reinforce its brand presence and leadership in the Construction IOT sector.

RESULTS: 10x revenue growth 2024 | 10x brand awareness each of the last 2 years | 4x average organic growth in last 2 years

MyCounterpane (Chronic Illness Community) | Remote, NYC Metro **CMO | November 2016 to December 2019**

- Crafted the digital go-to-market strategy that delivered the primary KPI of statistically reducing loneliness within this online community of users developed to support people living with chronic illness
- Activated the passive portion of the community by writing a 40-module self-paced online curriculum that prompted an additional 14% of site visitors to participate. Enhanced average time viewers spent on the site by 300%
- Created a targeted weekly email campaign to drive engagement levels, boosting website traffic by 53%

Freelance | January 2015 to November 2016

- Pursued freelance opportunities: Chief Strategist at The Nantucket Project and Adjunct teaching at Bates College
- Invigorated a real and operational connection between the high-ticket (\$5K+) paying TNP Fellows and the TNP Scholars program, resulting in the first ever sold out event and standing-room-only sessions between the two groups now bonded by their own non-profit distinction and official structure

Hitchcock Partners (Brand and Marketing Agency) | Brooklyn, NY **Chief Strategist & Partner | March 2012 to January 2015**

- Applied 15 years of traditional agency rigor to in-depth market research of trends and consumers that would best inform segmentation, brand architecture and go-to-market sales strategies and tactics across a variety of industries
- Co-developed content and creative assets including, but not limited to, advertising, employee training, store design, packaging, panel discussions and any and all digital assets
- Re-imagined the branding, marketing, and image of Spruce & Bond, growing the company's footprint by 300% thanks to unique market positioning and strong messaging
- Increased the value of Maidenform (NYSE:MFB) by 35%, redefining the brand approach to enable the brand to sell for \$575M to Hanesbrands (NYSE:HBI)

Additional Experience

Mindshare | Freelance Senior Brand Specialist, Sprint Nextel

Landor | Interim Client Director, Kraft Foods

The ITO Partnership | Director of Brand Development and Engagement

FutureBrand | Director of Brand Development and Engagement

McCann Worldgroup | International and Domestic Media and Account Management

Skills

Brand Strategy, Content Development, Communication Strategies, Client Engagement, Community Building, Email Marketing, Social Media Marketing, Web Design, Web Analytics, Technical & Creative Writing, Former Cat 4 Road cyclist, Ironman Triathlete, UltraRunner, Eagle Scout

Education

Master of Art/Science/Fine Arts in Industrial Design | Pratt Institute

Bachelor of Art in Economics | Bates College