

Justin Brant Rubner

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JBR

Summary

Senior Marketing Strategist

Who I am: A creative thinker with a diverse marketing background. Former journalist. I love uncovering hidden truths with data, inspiring creative excellence, and creating the perfect story to drive demand.

What I do: Position complex solutions and ideas in competitive markets. Lead creative, content and digital marketing campaigns. Launch products. Grow awareness, affinity and leads. Explore market opportunities.

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- Digital strategy
 - Brand positioning
 - Demand generation
 - B2B & B2C campaigns
 - Creative strategy
 - Content marketing
 - Retention strategy
 - Video production
 - Brand architecture
 - Marketing leadership
 - Market analysis
 - Copywriting

Experience

Jacob's Eye - Air National Guard

Jan 2019–Sept. 2019

Senior Brand Strategist

Atlanta

Ad agency serving a \$110 million military account

- Drove brand strategy behind a full stack of marketing services – from TV to digital – to improve awareness, affinity, demand and retention for the Air National Guard.
- Identified, pitched and launched a multi-million-dollar advertising and content campaign to generate interest in aircraft maintenance, a critical strategy for the military.
- Launched and oversaw a content-heavy demand-generation program targeting military prospects, delivering average open rates **2.1 times** industry norms and click rates **7.5 times** norms.
- Delivered media strategies that generated **30k qualified leads** – far surpassing client goals.

NCR

May 2014–May 2018

Senior Marketing Manager, Brand & Digital Strategy

Atlanta

Key member of the small business team, which produces cloud-based solutions for merchants

- Led a vibrant strategy to reposition NCR's small business solutions, differentiating them with new messaging and customer-centric campaigns aimed at celebrating merchant success.
- Envisioned, wrote and produced a series of videos featuring quirky personas that explain NCR's complex solutions with relatable stories – [see one here](#) – generating **hundreds of thousands** of views.
- Managed the 2017 global launch of an Android point-of-sale system, surpassing expected leads by **more than 20%** with targeted content, digital strategy and advertising.
- Named a SaaS product, saving tens of thousands of dollars, by conducting market research, brainstorming ideas, working with designers, reviewing legal requirements and convincing leadership.

Content Manager

- Built the division's content and social media program, defining its place in the market.
- Designed digital campaigns to increase customer loyalty, resulting in fewer online complaints, **12% higher ARPU** and more add-on adoption.



Mahala

Marketing Director

A mobile payments startup targeting the entertainment industry

June 2013–April 2014

Atlanta

- Spearheaded Mahala’s launch with strategic messaging and targeted marketing strategies.
- Created & executed a communications plan for celebrity partners such as Atlanta Falcons’ receiver **Roddy White**, receiving media coverage and increased brand awareness.

Blue Hook Studios

Content Strategist

Served as a freelance marketing consultant for technology companies

Oct. 2010–June 2013

Atlanta

- Drove better customer engagement for **Fiserv** by launching a successful journalistic-style executive blog and providing editorial leadership.
- Re-launched information-management company **In4Grants** with a business plan, messaging, collateral and a content campaign that resulted in an investment, thought-leader status and media coverage.

Trio Media Group

Senior Account Executive

Managed diverse PR accounts and served as this digital agency’s lead copywriter

Dec. 2008–Sep. 2010

Atlanta

- Spearheaded a legislative PR campaign for the **Marine Corps League** that attracted 6,600-plus petitions, 4,700-plus Facebook followers, and more co-sponsors than any bill in House history.
- Spurred coverage for Marine Corps League in *The Washington Post*, *The Hill*, AP and The Regular Guys Show and managed press opportunities for actor **R. Lee Ermey**, who served as spokesperson.

Atlanta Business Chronicle

Technology Reporter

Chroniced the birth, success and demise of hundreds of Atlanta technology companies

2003–2008

- Wrote an investigative piece on Georgia Tech’s dealings with an allegedly fraudulent and anonymous \$36 million donor.
- Managed a weekly tech column read by tens of thousands of high-income subscribers.

Other

Education & Military

- **Degree:** BA Journalism, The University of Georgia
- **Classes:** Emory University’s Screenwriting School, General Assembly’s Digital Marketing course
- **Veteran status:** U.S. Air Force–Command & Control–served honorably stateside and abroad