

Brad McCarty

Marketing & Corporate Communications Professional

Contact Information

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Work Experience

Eligible, Inc. - Brooklyn, NY
Corporate Communications Manager
2015 - 2017

As Eligible's first Marketing department hire, I've helped the company find opportunities and build the framework for a rebrand and launch as an engineering-focused organization.

- Identified market opportunities to build a community of healthcare IT professionals.
- Developed the content marketing strategy for Eligible's public rebrand.
- Designed and deployed sales and marketing collateral.
- Worked with multiple teams to find and execute attainable marketing goals.

FullContact, Inc. - Denver, CO
Marketing Content Director
2013 - 2015

At FullContact I learned about balance. I was brought on to help the company develop content marketing around its first consumer facing product, but the market dictated that we continued to focus on our B2B offerings while we worked toward product-market fit on the B2C side.

- Helped FullContact to grow its monthly site traffic in excess of 2,000%.
- Managed the content contributions of Marketing, Product and Customer Success teams.
- Secured mentions in The New York Times, The Wall Street Journal, USAToday.
- Managed FullContact's relationship with LEWIS PR.

The Next Web - Amsterdam, Netherlands
Managing Editor
2010-2013

After joining The Next Web as a part time news writer, I climbed the ranks to become the site's managing editor, helping to grow TNW's traffic to over 14 million monthly visits.

- Managed a team of 17 writers from around the globe on a 24 hour schedule.
- Coordinated TNW's event marketing efforts with the editorial team.
- Developed TNW's contributed content policies.

References

Available on request.