

justin eusebio

all things digital

skills / certifications

- multichannel marketing strategy and development
- end to end digital development
- user experience design
- content creation
- business relationship management
- vendor evaluation and management

tools / platforms

- e-commerce (Shopify, Wordpress, Wix)
- analytics (Google Analytics)
- content creation (Photoshop, Inkscape, Final Cut Pro X)
- social (Facebook Business)
- crm (Hubspot)
- project management (Slack, Trello, Asana, MS Project)

let's chat

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here's my story

I am a one stop shop for all things digital. From **user and visual design** to **content creation** to **overall business strategy**, I pair radical thinking with strong execution. I can envision a world different than the status quo and have the ability to articulate a clear path to get there. I've mastered the complex cross functional landscape of a Fortune 50 country and brought products to market with an early stage start up. I am not afraid to take a risk and own the decisions because I trust in my knowledge, skill, and track record of delivery to get results.

work experience

HEAD OF BUSINESS DEVELOPMENT AND MARKETING

Suncayr - Mississauga, ON Canada Oct 2017 - Present

I did everything from designing our websites to running focus groups to making cold calls to bring our SPOTMYUV detection stickers to market. Using an analytical and scientific approach, I tested and measured multiple channels to develop our \$30k omni channel marketing and sales strategy resulting in a successful launch in Australia.

Major Accomplishments

- **Digital Marketing and Technology Strategy** - Responsible for the development and execution of our digital marketing and digital technology strategy. I tested influencers, offline ads, SEO/SEM, before settling on paid social advertising resulting in ROAS of 1.5.
- **Australia Product Launch** - Developed the content and launched SPOTMYUV e-commerce shop resulting in 4.5% conversion rate and continuous month of month sales growth.
- **SPOTMYUV Brand Design** - Conducted focus groups, sampling programs, and extensive A/B testing to refine SPOTMYUV from solely a children's brand to a mature product for millennial mothers to use on themselves and their children.

DIGITAL TECHNOLOGY LEAD FOR ENTERPRISE BUSINESS SOLUTIONS

Johnson & Johnson - New Brunswick, NJ January 2014 - September 2017

Technology partner to over 10+ business groups with technology ownership of over 25+ digital properties ranging from websites to desktop and mobile applications, across HR and enterprise communications. I established our team as experts in emerging technology consistently exploring, evaluating, and implementing enterprise SaaS platforms and new digital technologies. I brought design thinking and solution architecture to accomplish business goals better, faster, and cheaper.

Major Accomplishments

- **Johnson and Johnson Events App** - Development and deployment of the J&J Events app for corporate meetings and conferences. The app has been deployed to over 5000 attendees over 40 events in the first year producing engagement 4 times greater than industry average.
- **Global Services Employee Experience** - Partnered with HR, GSDO, AS, and GS to create a whole new employee experience for communication and onboarding. Responsible for the user design and brought deep knowledge of the technology ecosystem that exists within the organization today.
- **Internal Communication Intranet Site Builds** - Managed end to end delivery of over 15 webpages and sites for major corporate intranet portals working with multiple vendors for creative and development.

PROJECT PORTFOLIO MANAGER FOR US REGION SUPPLY CHAIN

Johnson & Johnson Health Care Systems - Piscataway, NJ April 2011 - January 2014

Project portfolio manager for the US Medical Devices and Diagnostics IT project portfolio encompassing 36 projects and \$4.1 million in capital investment. Major accomplishment was leading the NA region through 2013 business planning responsible for the creation of the prioritization model as well as all meetings and reports to senior leaders.

education

STEVENS INSTITUTE OF TECHNOLOGY, HOBOKEN, NJ

Bachelor of Engineering in Engineering Management, 2010

RUTGERS CENTER FOR INNOVATION EDUCATION

Certification in User Experience Design and UXD and Visual Design