

Brendan Roach

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PROFESSIONAL SUMMARY

Senior marketing leader at the intersection of offensive coordinator and launch quarterback — designing the systems that make complex campaigns executable, then running point on the cross-functional execution that gets them to market on schedule and intent. Group Director at AdVenture Media, leading client services across two markets after building the Philadelphia office from zero to eight.

EXPERIENCE

AdVenture Media

Chicago, IL / Philadelphia, PA · June 2020 – Present

Client Work Spotlight

- **Grown Brilliance** (DTC lab-grown diamond brand, 2020–present): Led day-to-day account strategy through a multi-year partnership during which the business scaled **~10x**. Growth anchored in a disciplined acquisition playbook — cost-per-session below **\$1.50** and a **1.4x ROI floor** — while compounding healthy traffic volume into long-term revenue scale.

Group Director and Philadelphia Office Manager

May 2023 – Present

- **Launched and scaled AdVenture's Philadelphia office from zero to eight** as on-site manager with no dedicated regional support — owned hiring, local operations, and client coordination end-to-end.
- Leads a **15-person Client Services department across two offices** and oversees **~\$3M in monthly managed media spend** across the client portfolio.
- Builds 30 / 90 / 180 / 365-day cross-channel roadmaps from the full marketing mix (traffic, revenue, margins, channel performance), briefs creative teams, and owns the creative-to-launch handoff so execution matches creative intent from kickoff to in-market.
- Built the agency's cross-client operational backbone — a company-wide NPS program, an EOS-styled annual review framework, and scalable MMM models for cross-channel attribution and budget allocation.

Senior Account Manager

August 2021 – May 2023

- Led strategy and execution for **20+ client accounts** representing **~\$1M in monthly managed media spend** — primary client POC; coordinated execution across paid, analytics, and creative workstreams on quarterly and annual cadences.
- Partnered directly with clients on cross-channel campaign launches — translated brand objectives into briefs, coordinated creative-to-media handoffs, and held the line on schedule and execution quality.
- Mentored and trained Junior Account Managers across both offices during a period of rapid agency growth — partnered on hiring decisions, owned onboarding, and delivered direct performance feedback.

Account Manager

June 2020 – July 2021

- Managed search and paid social campaigns for **12 SMB clients** representing **~\$300K in monthly managed media spend** — owned day-to-day execution, optimization, reporting, and client communication.
- Promoted to Senior Account Manager after 13 months — accelerated trajectory based on account performance and expanded client scope.

SKILLS

- **Leadership & Operations:** Team building and scaling, cross-functional process design, onboarding and performance review systems, hiring and people development, multi-office management.
- **Integrated Marketing & Channels:** Cross-channel campaign coordination, creative-to-launch handoff, paid media strategy across Google, Meta, and programmatic, attribution and MMM frameworks, budget allocation and pacing.
- **Analytics, AI & Tooling:** Marketing analytics and reporting, AI agent development, custom Claude Code skill authoring, Google Cloud Console project setup and management.

EDUCATION

Saint Joseph's University

Philadelphia, PA

Master of Science in Marketing · Concentration: Consumer Analytics

May 2021

- **Graduate Assistantship in Athletics Communications** (August 2019 – May 2020): merit-based assistantship awarded following four-year D1 Varsity Baseball tenure; SJU covered tuition for two courses per semester.

Bachelor of Science in Business Administration · Concentration: International Business; Minor: Chinese

May 2019

- **NCAA Division I Varsity Baseball** (August 2015 – May 2019) — four-year student-athlete at Saint Joseph's University.