

Daniel Martin

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EXPERIENCE

The Juge Group, Wayne — Marketing Technology Manager

March 2020–Present

Paid Search Management: Take lead role on a team that manages 3rd party search firm and in-house resources to plan and implement paid search campaigns.

Search Engine Optimization: Take lead role on a team that manages 3rd party search firm and in-house resources to plan and implement constant improvements for SEO leadership, including but not limited to on-page and back-end content and tagging, YouTube optimization, Google My Business updates.

Campaign Management: Work with marketing and sales to identify high priority, high impact campaign opportunities. Help define lead scoring strategy, determine best lead routing strategy, plan campaign development timeline and execution path, acting as primary coordinator for campaign development

CRM Optimization: Work with native and third-party CRMs and sales to enhance website, campaign, PPC and SEO integration for better/automated lead flows and assignments, sales and revenue attribution and on-going reporting and refinement.

Digital Innovation: Make data-driven decisions on improving the user experience with digitalization. Initiate, propose and develop project plans for website development/improvements, customer engagement tools, mobile applications, and more. Help to manage projects through to development, including budgeting, resource allocation, project management.

Radian, Philadelphia — Digital Marketing Specialist

MAY 2019- February 2020

Help develop and implement Radian's marketing automation strategy, developing marketing assets (landing page templates, email templates and online forms) in the system. This includes successfully building, testing and launching landing pages, email marketing campaigns, etc. within the system, as well as optimizing email campaign flows (such as lead nurturing and stand-alone campaigns).

Continuously monitor email deliverability and bounce rates to ensure Radian emails are getting to intended recipients, resolving spam trap hits and researching product enhancements to enhance deliverability.

Project manage campaign development and implementation from start to finish, including back-end campaign integrations, integration with Salesforce and marketing tools. Manage external agency support vendors specific to digital projects; evaluating their performance annually, negotiating agreements, and seeking qualified vendors as needed.

Ballard Spahr, Philadelphia — Digital Marketing Coordinator

OCTOBER 2015 - MAY 2019

Responsible for the coordination and execution of the firm's podcast.

Conducted quantitative and qualitative analysis of marketing email campaigns, website, and social media to report trends, reveal opportunities to optimize communication strategies and uncover potential business development opportunities.

Formatted and managed the sending of electronic communications using the Firm's email campaign management system, Vuture, ensuring adherence to protocols and best practices for quality control.

In collaboration with Data Quality and Analytics Specialist, conducted quality control clean-up activities such as identifying and reconciling duplicates, removing bounce-backs and other bad data, and identifying incomplete information on individual contact records; conducting follow up as necessary.

Developed and maintained strong working relationships with marketing and communications staff, Legal Administrative Assistants and Attorneys to collaborate on electronic communications, data quality and analytics, and related projects.

Supported other marketing technology projects as needed, and other duties as assigned; Supported Firm's blogs, social media, video, website and marketing technology projects as needed, and other duties as assigned.

SKILLS

Marketing Automation

Email Marketing

Working knowledge of HTML and CSS

Vendor Management

Podcasting

TECHNOLOGIES

Adobe

Photoshop
Indesign
Illustrator
Audition

CMS

Sitecore
Wordpress

CRM

Interaction
Marketo
Hubspot

CERTIFICATIONS

Marketo Certified Associate

Hubspot Inbound Certified

Google Analytics Individual Qualification

EDUCATION

Saint Joseph's University

Bachelor of Science
Business Administration
Food Marketing
May 2011