

RON A. DANIEL

Manager of Marketing & E-commerce

(260) 249-8976

rondaniel@gmail.com

SKILL SET

E-commerce Retail
Customer Experience
Product Content Mgmt.
Marketing Strategy
Copywriting / Editing
Team Leadership
Project Management
SEO Tactics
Creative / Art Direction
Social & Email Marketing
Teaching / Presenting

APPS & TOOLS

Adobe Creative Suite
Google Analytics
G Suite / Microsoft Office
Google Merchant Center
Semrush
Airtable

PROGRAMMING

HTML / CSS
Some PHP & JavaScript

STRENGTHS

Eye for Detail
Communication
Problem Solving
Creative Approach
Public Speaking

HOBBIES

Woodworking
Home Improvement
Photography
Drawing / Art
Scuba Diving

PROFESSIONAL EXPERIENCE

E-commerce Manager / Online Marketing Manager

Do it Best Corp.

Fort Wayne, IN | 2016-present

Oversee all aspects of E-commerce for \$5.5 billion hardware co-op, including marketing, merchandising, web development, and customer service. Manage multiple teams, including in-house employees and offsite contractors. Responsible for over 775 B2C & B2B web-sites for local stores. Teach seminars on local SEO and online reputation management.

Marketing Manager of E-commerce

Sweetwater Sound

Fort Wayne, IN | 2006-2016

Manage eight-member team of marketing designers and web programmers. Oversee all marketing email and digital advertising campaigns, including analytics. Drive all aspects of conception, creation, and deployment of sales events and web vehicles, including landing pages and microsites, resulting in annual sales of over \$400 million.

Owner

Creative Services Studio

Cheyenne, WY | 1992-2006

Marketing strategy and campaign creation for businesses, start-ups, and politicians, including branding, web site design & programming, and radio & print ads. Process improvement consultation for school districts, non-profits, and businesses.

CEO / Senior Pastor

Calvary Chapel of Cheyenne

Cheyenne, WY | 1993-2006

Manage 15 employees and dozens of volunteer leaders. Project management of \$1.3 million construction, and financial oversight of \$400,000 annual budget. Responsible for all print, radio, and web marketing, as well as programming and site design.

Special Sections Editor

Wyoming Tribune-Eagle

Cheyenne, WY | 1995-1997

Editor of weekly newspaper sections, including design, reporting, photography, and writing of a weekly humor column. Responsible for conception and creation of special newspaper sections and strategizing campaigns for ad sales and consumer awareness.

Art Director

Unicover Corporation

Cheyenne, WY | 1993-1995

Creation of ad campaigns and all marketing materials for philatelic and numismatic collectibles and rarities. Design of currency and postage for small countries.

Senior Designer / Project Manager

MHM Design

Klamath Falls, OR | 1990-1993

Oversee all aspects of marketing design & project management for full-service agency, including campaigns, print ads, and product catalogs. Negotiation and contracts for all media, including book and magazine printing, radio spots, and ad placement.

EDUCATION

Marketing Management

Bachelor's Degree

Western Governor's University | 2015-2018

CompTIA Project+

Project Management Certification

Computing Technology Industry Association | 2017

Electronics Engineering Technology

Associate Degree

ITT Technical Institute | 1985-1987