

RON A. DANIEL

Manager of Marketing & E-commerce

(260) 249-8976

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QUALIFICATIONS

Diversity of expertise
Years of experience
Analytic in approach
Driven to excellence

SKILL SET

Marketing Strategy
E-commerce Retail
Creative Direction
Team Leadership
Social Media Marketing
Email Marketing
User Experience
Copywriting / Editing
Content Management
SEO Tactics
Responsive Web Design
Project Management

PROGRAMMING

HTML
CSS
jQuery

APPS & TOOLS

Photoshop
Illustrator
InDesign
Excel
PowerPoint
Google Analytics

STRENGTHS

Communication
Eye for Detail
Multi-tasking
Problem Solving

HOBBIES

Photography
Drawing / Art
Scuba Diving
Music Performance
Home Improvement

PROFESSIONAL EXPERIENCE

E-commerce Manager / Online Marketing Manager

Do it Best Corp.

Fort Wayne, IN | 2016-present

Oversee all aspects of E-commerce for \$3.2 billion hardware co-op, including online marketing, web development, and customer service. Manage multiple teams, including in-house employees and offsite contractors. Oversee over 500 web sites for individually owned and operated stores. Teach seminars on 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 and 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

Western Governor's University | 2015-2018

Bachelor's Degree Program - Currently attending

Electronics Engineering Technology

ITT Technical Institute | 1985-1987

Associate Degree - 3.7 GPA