

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

PROGRAMMING

HTML
CSS
Some PHP & jQuery

APPS & TOOLS

Photoshop
Illustrator
InDesign
Excel
PowerPoint
Google Analytics

STRENGTHS

Communication
Eye for Detail
Public Speaking
Problem Solving

HOBBIES

Wildlife Photography
Drawing / Art
Scuba Diving
Music Performance
Online Tutoring

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. 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