

# Daniel Martin

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## EXPERIENCE

### **Ballard Spahr, Philadelphia — Marketing Technology Coordinator**

JUNE 2017 - PRESENT

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

Conducts 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

Formats and manages the sending of electronic communications using the Firm's email campaign management system, Vuture, and posts communication-related content to the web site using the Firm's website content management system, Sitecore, ensuring adherence to protocols and best practices for quality control

In collaboration with Data Quality and Analytics Specialist, conducts 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

Develops and maintains 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

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

### **Ballard Spahr, Philadelphia — Business & Finance Marketing Assistant Tech/Comms**

OCTOBER 2015 - JUNE 2017

Executed the tasks required to produce and distribute the daily electronic client communications such as legal alerts and announcements for practice groups across the Business & Finance department.

Executed the task related to the production of webinars for practice groups across the Business & Finance department, including scheduling, execution, close-out and tracking/follow-up activities.

Assisted with the maintenance and development of Business & Finance mailing lists.

Conducted client, competitor and industry research for business development initiatives; issue reports using online subscriptions and other resources.

### **RatnerPrestia, Valley Forge — Marketing Associate**

JULY 2013 - OCTOBER 2015

Coordinated all internal and external firm events.

Managed email marketing, website content and daily maintenance. Provided Social Media presence.

Responsible for design, utilization and maintenance of marketing collateral materials including, but not limited to, newsletter, announcements, biographies, firm brochure and reprints.

## SKILLS

Proficient in Microsoft Office

Proficient in Filesite file management and Vuture Email Marketing

Working knowledge of HTML and CSS

Google Analytics Individual Qualification 2019

## EDUCATION

### **Saint Joseph's University**

Bachelor of Science

Business Administration

Food Marketing

May 2011