

Daniel Martin

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EXPERIENCE

Radian, Philadelphia — Digital Marketing Specialist

MAY 2019- PRESENT

Help develop and then 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.

Create comprehensive and integrated digital marketing strategies that engage our customers and lead to successful conversion goals, and regularly measure the effectiveness of online marketing efforts - analyzing and reporting on all online marketing initiatives.

Ballard Spahr, Philadelphia — Digital Marketing Coordinator

OCTOBER 2015 - MAY 2019

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

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