

# Daniel Martin

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## EXPERIENCE

### The Judge Group, Wayne — Marketing Technology Manager

March 2020-Present

**Paid Search Management:** Take lead role on a team that manages 3rd party search firm and in-house resources to plan and implement paid search campaigns.

**Search Engine Optimization:** Take lead role on a team that manages 3rd party search firm and in-house resources to plan and implement constant improvements for SEO leadership, including but not limited to on-page and back-end content and tagging, YouTube optimization, Google My Business updates.

**Campaign Management:** Work with marketing and sales to identify high priority, high impact campaign opportunities. Help determine best lead routing strategy, plan campaign development timeline and execution path, acting as primary coordinator for campaign development

**CRM Optimization:** Work with native and third-party CRMs and sales to enhance website, campaign, PPC and SEO integration for better/automated lead flows and assignments, sales and revenue attribution and on-going reporting and refinement.

**Digital Innovation:** Make data-driven decisions on improving the user experience with digitalization. Initiate, propose and develop project plans for website development/improvements, customer engagement tools, mobile applications, and more. Help to manage projects through to development, including budgeting, resource allocation, project management.

### Radian, Philadelphia — Digital Marketing Specialist

MAY 2019- February 2020

**Marketing Automation:** Helped develop and then implement Radian's 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. Worked with the sales teams to integrate lead management into Radian's marketing automation system and Salesforce.com to help qualify leads and nurture leads.

**Email Marketing:** Monitored 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.

**Website Management:** Served as the day-to-day lead for Radian's websites specific to assigned business segment - managing work queues, and making page, content and creative updates through the company's content management system.

**Analytics:** Measured the effectiveness of online marketing efforts - analyzing and reporting on all online marketing initiatives overseen by the position, including email campaigns, website(s), organic search rankings, paid search metrics, social media, digital advertising, etc., to continuously optimize overall online mix and performance. Work with the marketing team to track, analyze, and develop meaningful reporting for stakeholders and proactively recommend next steps based on past performance.

### Ballard Spahr, Philadelphia — Digital Marketing Coordinator

OCTOBER 2015 - MAY 2019

**Podcasting:** Managed the firm's podcast, *Consumer Finance Monitor*. Facilitating recording, editing and posting.

**Analytics:** Under the guidance of Marketing Technology manager, conducted 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.

**Website Management:** Worked with business development managers and blog developers to build blogs; develop best practices, training curriculum, and resources for attorneys to maintain their own blogs. Posted communication-related content to the website using the Firm's website content management system.

**Email Marketing:** Formatted and managed the sending of electronic communications using the Firm's email campaign management system. Provided administration for email marketing solution, including but not limited to, user permissions, template creation and maintenance, snippet libraries, and custom workflows. Collaborated with IT liaison to ensure best practices are in place for electronic communications in regard to current SPAM regulations and filters.

**Marketing Operations:** Responsible for training all new marketing department hires on their use of system and develops documentation for best practices and on-going support needs. Documented best practices related to marketing technology tools, and marketing training materials. Assisted with website vendor management related to new features and enhancements.

## SKILLS

Marketing Automation

Email Marketing

Working knowledge of HTML and CSS

Vendor Management

Podcasting

## TECHNOLOGIES

### Adobe

Photoshop  
Indesign  
Illustrator  
Audition

### CMS

Sitecore  
Wordpress

### CRM

Interaction  
Marketo  
Hubspot

## CERTIFICATIONS

Marketo Certified Associate

Hubspot Inbound Certified

Google Analytics Individual Qualification

Google Ads Search Certification

## EDUCATION

### Saint Joseph's University

Bachelor of Science Business Administration  
Food Marketing  
May 2011