

Daniel Martin

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EXPERIENCE

Legal Internet Solutions Incorporated – West Chester, Pa

Director of Marketing Technology and Operations

March 2022 – Present

- Digital Innovation: Researches market trends and recommends areas of opportunity for the agency. Researches competition, investigates benchmarks, and provides suggestions for improvement. Participates in Marketing leadership and helps continue to build, train, lead, and manage our growing team. Leads customer data management and marketing program automation, acting as the primary liaison between Marketing and Technology.
- Paid Search Management: Leads execution, monitoring, and optimization of paid search and paid social media campaigns; measures campaign success, and reports on key performance trends.
- Search Engine Optimization: Oversees search engine optimization for client websites; tracks SEO and Google Analytics data and provides analysis and recommendations.
- Lead Management: Understands the sales process and creates bespoke automation workflows to enable seamless movement of prospects through the marketing and sales funnel.
- Analytics: Reports on channel and campaign performance and growth/improvement initiatives to colleagues, managers, and executives; measures ROI and KPIs.

The Judge Group - Wayne, Pa

Marketing Technology Manager

March 2020 – February 2022

- Paid Search Management: Led a team that managed a third-party firm and in-house resources to plan and implement paid search campaigns. Conducted keyword research for campaigns and coordinated the development of campaign assets.
- Search Engine Optimization: Led a team that managed a third-party firm and in-house resources to plan and implement ongoing improvements for SEO leadership. This included tasks such as on-page and back-end content and tagging, YouTube optimization, and updates to Google My Business.
- Campaign Management: Collaborated with marketing and sales teams to identify high-priority, high-impact campaign opportunities. Assisted in determining the best lead routing strategy, planned campaign development timelines, and established execution paths.
- CRM Optimization: Collaborated with native and third-party CRMs and sales teams to enhance the corporate website, campaign, PPC, and SEO integration. This aimed to achieve better/automated lead flows and assignments, improved sales and revenue attribution, and continuous reporting and refinement.
- Digital Innovation: Made data-driven decisions to improve the user experience through digitalization. Initiated, proposed, and developed project plans for website development/improvements, customer engagement tools, mobile applications, and more. Assisted in managing projects through development, including budgeting, resource allocation, and project management.

Radian – Philadelphia, Pa

Digital Marketing Specialist

May 2019 – February 2020

- Marketing Automation: Developed and implemented Radian's strategy, creating marketing assets (landing page templates, email templates, and online forms) in the system. Included successfully building, testing, and launching landing pages and email marketing campaigns within the system and 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 a content management system
- Analytics: Measured the effectiveness of online marketing efforts - analyzed and reported on all online marketing initiatives overseen by the position, including email campaigns, website(s), organic search rankings, paid search metrics, social media, and digital advertising to optimize overall online mix and performance continuously. Worked with the marketing team to track, analyze, and develop meaningful reporting for stakeholders.

Ballard Spahr – Philadelphia, Pa

Digital Marketing Coordinator

October 2015 – May 2019

- **Podcasting:** Managed the Firm's podcast, Consumer Finance Monitor. Facilitated recording, editing, and posting.
- **Analytics:** Under the guidance of the 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 blogs. Posted communication-related content to the website using the Firm's website content management system
- **Email Marketing:** Formatted and managed electronic communications using the Firm's email service provider. 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 for electronic communications regarding current SPAM regulations and filters
- **Marketing Operations:** Responsible for training all new marketing department hires on their use of the system and developed documentation for best practices and on-going support needs. Documented best practices related to marketing technology tools and marketing training materials and assisted with website vendor management related to new features and enhancements.

EDUCATION

TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS, PHILADELPHIA, PA
M.S. DIGITAL INNOVATION IN MARKETING

TECHNOLOGY

CMS	CRM
SITECORE	INTERACTION
WORDPRESS	MARKETO
	HUBSPOT

SAINT JOSEPH'S UNIVERSITY, PHILADELPHIA, PA
BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION, AWARDED 2007

ADDITIONAL

Certifications: Marketo Certified Associate, Hubspot Inbound Certified, Hubspot Social Media Certified, Google Analytics Individual Qualification, Google Ads Search Certification