

Dane Christensen

Digital Marketing Manager

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OBJECTIVE:

I am an Internet marketing professional with extensive experience in a wide range of online marketing-related disciplines including SEM, SEO, demand generation, email marketing, web development, ecommerce and web analytics. I am seeking employment or contract work on the marketing team of a growing web-centric company.

EXPERIENCE:

9/2013 – Present GridGain Systems – Digital Marketing Manager

Manage all aspects of the digital marketing program promoting GridGain's Suite of In-Memory Computing applications.

- Manage all demand generation activities including email marketing using the Act-On marketing automation tool and Salesforce CRM
- Manage pay per click campaigns including keyword research, writing ads, developing banners, bid optimization, tracking, analysis and reporting
- Manage all web properties including the main corporate site as well as executives blogs
- Manage social marketing efforts through LinkedIn, Twitter, Google+
- Coordinate events including tradeshow, webinars, and Meetups
- Manage Search Engine Optimization (SEO) efforts including keyword research, linking, etc.

4/2011 – 2/2013 Baynote, Inc. – Engagement Manager

Managed integration projects implementing the Baynote recommendations engine on major online ecommerce companies such as J.Crew, Urban Outfitters, and AT&T.

- Coordinated efforts between customers' and Baynote's technical and business staff to integrate Baynote technology in customers' ecommerce website.
- Managed the implementation of multiple integration projects from kickoff to completion
- Tracked and reported to upper management on project milestones
- Provided feedback to product development team on application functionality and usability
- Utilized technologies such as REST API, XSL/XSLT, JavaScript, CSS, and MySQL
- Developed training material and wrote knowledgebase articles
- Delivered training to clients on the Baynote application

5/2008 – 1/2011 Lyris, Inc. – Search Engine Marketing Manager

Managed all aspects of the search engine marketing campaign and wrote keyword optimized, topical blog articles for this developer of integrated online marketing applications.

- Managed a search engine marketing budget of over \$2 million per year, consistently controlling spending to within 1% of budget.
- Produced consistent month-over-month improvements in lead-capture efficiency, bringing overall cost per conversion from over \$1000/lead down to under \$20/lead.
- Developed campaign architecture from the ground up, with emphasis on optimizing keyword relevance and continuity.

Dane Christensen – Digital Marketing Manager continued

- Managed campaigns on numerous ad platforms including Google AdWords, Microsoft AdCenter (Bing) Yahoo Search Marketing, Ask, Looksmart, Business.com, BuyerZone, Specific Media, and LinkedIn.
- Routinely conducted A/B split tests on ads, incentives, and landing page designs.
- Utilized various SEM productivity tools such as Google's AdWords Editor, Conversion Optimizer, Google Analytics, ClickTracks Analytics, Keyword Spy, SpyFu, and SiteWit bid optimization tools.
- Regularly produced extensive reports for executive management
- Wrote advertising copy for text ads and landing pages.
- Wrote numerous SEM-related articles as a regular contributor to the company blog and newsletter. (see <http://www.danechristensen.com/category/all/> for portfolio)

2/2004 – 11/2007 ClickTracks Analytics – Product Manager

Managed the successful development and launch of several software and web-based products for this web analytics software company.

- Played a key role in increasing revenues from under \$1 million/year to over \$5 million/year and from twelve employees to 40 employees
- Managed the development of the company's flagship product, ClickTracks 6, through multiple releases
- Simultaneously managed the development of several other products
- Created business, functional, and design specs for product features
- Established and managed adherence to product development plan
- Managed a team of approximately 10 engineers, web developers, graphic designers, QA, and marketing staff
- Researched and wrote competitive analyses on key competitors such as WebTrends, NetTracker, Google Analytics, HitBox, and Omniture
- Educated sales, marketing and support staff on product features
- Wrote documentation, knowledgebase articles and marketing material and developed training material
- Consulted with executives on strategic considerations of product plan.

5/2001 –1/2004 Intacct Corporation – Web Development Manager

Managed all aspects of the corporate web site for this web-based accounting system while providing web support for marketing, sales, and customer service departments.

- Developed two versions of a 1000+ page website, using HTML, JavaScript, XML, CSS, PHP, WinCVS
- Managed all online marketing efforts to drive traffic and interaction to the site. Increased traffic by 400% and conversions by 600% in two years
- Architected and developed various interactive systems including a newsletter builder and distribution, survey builder, and website content manager, among others
- Developed and maintained a multi-faceted web development workflow system used by staff in all departments, including sales, marketing, HR, support and engineering
- Developed and maintained a comprehensive back-end reporting system for all website interactions
- Designed, developed, and managed a dynamically generated, private-labeled website system

5/2000 –12/2000 Neptune Technologies – Product Marketing Manager

Developed the company's signature 'Acceleration Chamber' collection of companies, technologies and processes for developing integrated markets and other B2B web-based systems.

- Worked with public relations, graphic designers and marketing staff to promote the Acceleration Chamber to prospects
- Researched and curated knowledge based of emerging technologies
- Wrote knowledgebase and articles for both internal and external audiences
- Developed web presence to promote the Acceleration Chamber

EDUCATION:

Bachelor of Arts, Psychology, San Francisco State University - 1993
Magna cum Laude (GPA - 3.8)
Countless seminars, webinars, workshops and conferences

References:

References available on [LinkedIn](#) or upon request