

# DANIEL BALDINO

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## Summary

Dedicated and skillful marketing professional With 15 years of experience in the digital space, Proven optimization guru with a strong focus on web development, audience development, and online acquisition marketing. 100% dedicated and focused on all projects utilizing agility and adaptability.

## Skills

Acquisition Marketing	Audience Development	Web Design/Development
Project Management	SEO	Social Media
Ecommerce	Mobile Marketing	SEM
CRM	Email Marketing	Google Analytics

## Experience

**Digital Optimization Director**

09/2008 to Present

**224 Online, LLC**

Responsibilities include: optimizing online marketing initiatives and analytics, as well as website development/maintenance and client/vendor relationship management.

- Developed, launched, updated, and maintain websites and content for multiple clients.
- Create and manage advertising campaigns for SEO/SEM, email marketing and online lead generation.
- Analyze and optimize all campaigns to ensure success rates are met and exceeded.
- Manage client social media optimization through channel/Audience development, content management, and conversation/review monitoring.

## Highlights

- Increased monthly traffic for Optical Chain from 400 visits per month to 3,500 per month.
- Decreased bounce rate from 48% to 15% for Health facility website through website redesign and Search Engine Optimization
- Developed and managed startup company social Initiatives. Grew Facebook audience in 1 month from 1 to 600+ Likes

## **Director Client Development - Digital Marketing**

11/2007 to 07/2008

### **Return Path**

Responsibilities include: Managing and building online customer acquisition solutions (CPM, CPA, CPC, CPL) to Fortune 500 companies including; New York Times, Wall Street Journal, Edgar Online, Pitney Bows, and Chefs Diet, to name a few.

- Analyzed and produced detailed reporting to maximize clients' ROI.
- Provided feedback to clients on additional areas of opportunity based on campaign metrics.
- Recognized opportunities for further account growth and product penetration.
- Developed sales propositions, including presentations and RFPs. Conducted weekly reviews of the state of the email marketing industry, trends and the implications for clients' email programs and strategies.
- Managed numerous affiliate networks to ensure maximum exposure for each client

## **Director - Lake Interactive**

08/2003 to 10/2007

### **Lake Group Media**

Responsibilities include: Overseeing all online advertising initiatives including email marketing and online lead generation.

- Strategized and coordinated all email deployments and ensured advertisers reached their desired targets.
- Optimized success rates in terms of Clicks, Opens, Deliverability,
- Managed Can-Spam Compliance assurance for all campaigns
- Managed and maintained third party technology vendor relationships.
- Lead team in creation of lead generation network (Opt-In Offers). Development and project management of front-end and back end technologies.
- Increased sales revenue by 30% in 2006 compared to 2005.

## **Marketing Manager**

02/2001 to 07/2003

### **TCI**

Responsibilities included: Pre and post-sales support to Business Development Team. Lead Generation, RFP Coordination, Account Management, Compliance.

- Created all marketing materials for entire business development team.
- Designed and developed company website
- Optimized web traffic, to ensure strong online presence.
- Conducted research prospecting to identify various areas of opportunity.
- Managed the RFP/RFI response process, Developed the AKD (Answer Key Database), Customer retention management (CRM).

## **Education**

**Adobe Creative Suite Certification:**  
**Pace University** - New York, NY

May 2009

**Bachelor of Science:** Business  
**Roger Williams University** - Bristol, RI - Business

May 2000

