

DANIEL J. DONOVAN

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Have been involved in Internet Marketing since the late 1990's. My philosophy is to approach everything with a mix of drive and creativity, always with an analytical mind.

- Am a self-directed leader responsible for developing overall e-Marketing strategy.
- Have solid collaboration and influence management skills to drive results in fast-paced environments with changing priorities and deadlines.
- Am detail-oriented, yet maintain the ability to think strategically, synthesizing large volumes of data into concise, well-presented recommendations.
- *Deliver tangible, measurable results on time and on budget.*

>> General Electric
General Electric

General Electric – Water & Process Technologies
February, 2005 - present

Global e-Marketing Strategist/Digital Media Manager

- Provide leadership for online communications strategy.
- Lead a team of 4 people.
 - Under my guidance, the e-Marketing Team focuses on generating leads, maximizing sales force productivity and building customer retention to drive revenue performance.
- Develop and manage Web and online marketing campaigns and programs, including search engine marketing and e-mail marketing.
 - Measure the effectiveness of all online programs to drive continuous improvement.
 - Share progress with key stakeholders.
- Provide direction around online positioning, best practices, industry trends (including social media), information architecture, user research, competitive analysis, and user interface design.

Hands-on Success Stories at GE

Oversaw strategic analysis and subsequent redesign of multi-language public website.

- Created Content Sponsorship program to ensure freshness and accuracy of web content.
- Optimized content such that over 90% of our optimized keyword phrases fall within the top ten results in Google.
- Grew traffic to the site on average 30% a year.

Implemented e-Newsletter.

- Measure open rates, forwards and more across targeted segments.
- Grew subscription base organically up to 75,000 (from zero). Did not purchase any lists.

Enhanced sales force effectiveness.

- Co-lead a global team to develop a replacement for internal marketing collateral library:
 - Enhanced search.
 - Improved interface and site design.
 - **Saved the business over \$650,000 annually in IT costs.**
 - **Realized a 39-point improvement in NPS over the old system.**

Have been identified as "Top Talent" in the last three of my reviews. Fewer than 10% of GE employees are so recognized.

>> Ionics, Incorporated

Ionics, Incorporated

May, 1999 - February, 2005

Marketing Information Systems Architect January 2000 - February 2005.

Architected and delivered an entirely new customer-facing website on time and on budget.

- Worked collaboratively with extended global team.
- Hand-coded site, using validated Web Standards.

Utilized Search Engine Optimization techniques: **over 75% of our optimized keyword phrases fell within the top ten results in Google.** Traffic to the site increased on average **26% annually.**

Successfully created, managed and maintained a corporate intranet.

Manager, Systems Administration May 1999 - January 2000.

Transformed the Admin team into a proactive **customer-** (not technology-) focused strategic resource.

>> Corporate Software

Corporate Software and Technology

February 1994 - May 1999

Consulting Engineer / Technical Trainer January 1998 - May 1999.

Helpdesk Team Lead (Consultant), Harvard Business School April 1996 - January 1998.

Technical Support Product Specialist February 1994 - April 1996.

>> EDUCATION

University of Massachusetts, Amherst, Amherst, MA.

B.A. in History. Concentration: Japanese History.

>> SPECIALTIES

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| <ul style="list-style-type: none"> • project management • SEO/SEM • analytics • e-mail marketing • RSS • several CMS platforms | <ul style="list-style-type: none"> • Information Architecture • GUI design • social media (including blogs, microblogging, forums, podcasts (video), wikis, picture sharing, social networking, social bookmarking and more) • customer experience |
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