**Michael Daehn**

***Award Winning Marketer who Leads Teams that Drive Traffic and Convert Leads***

**Skills**

|  |  |  |
| --- | --- | --- |
| * Team Leadership/Management
 | * SEO/SEM/PPC
 | * Social Media (**Certified**)
 |
| * Training/Team Building
 | * Affiliate Marketing
 | * Lead Generation
 |
| * Inbound Marketing (**Certified**)
 | * User Experience Design (UX)
 | * A/B Split testing
 |
| * HubSpot (**Certified**)
 | * Blogging (WordPress)
 | * Ecommerce
 |
| * Google Analytics (**Certified**)
 | * Email Marketing
 | * Author/Publishing
 |

**Work History**

* **Vice President of Marketing, *Ximble Software - Employee Scheduling SaaS:*** 2016-2017
	+ Lead launch of new SaaS product, corporate rebranding and website design
	+ Hired and trained team for SEO, Social Media, PPC, landing pages and marketing automation
	+ Built *Facebook* advertising strategy and campaigns resulting in a **<$1** cost per acquisition (CPA)
	+ Defined team’s campaign metrics using *Google Analytics*, *HubSpot*, *HotJar* and *Intercom*
	+ Increased app ratings and reviews by **50%** through customer outreach
	+ Implemented *HubSpot* marketing automation system and provided team training
	+ Implemented the first company-wide project management system and provided team training
	+ Achieved placement on tier one sites such as a review on *PCMag.com*
* **Campaign Advisor, *State of Missouri Representative* *Jean Evans:*** 2016-Present
	+ Helped new candidate to win election as a Missouri State Representative
	+ Created hyper-targeted local advertising campaigns on *Facebook* to reach constituent audience
	+ Built and maintain website for outreach and campaign fundraising
	+ Setup *MailChimp* email system and targeted outreach campaigns to gain support and funds
* **Digital Marketing Lead, *CU Direct - Nation’s 3rd Largest Auto Lender ($23 billion):***2014-2016
	+ Launched company blog on *WordPress* and trained team on content creation and curation for marketing
	+ Introduced project management for the marketing team and provided training
	+ Migrated team from *Marketo* to *HubSpot* marketing automation system and provided training
	+ Created award winning 3-week social media campaign that achieved **2.1 million** pageviews, **350K** votes and raised **$100K** for charity; the campaign was featured by *ABC*, *NBC* and *Credit Union Magazine*
* **Owner/Marketing Consultant, *Rent My CMO – Marketing Strategy Agency*:** 2010-2014
	+ Worked with a wide variety of clients to build a marketing strategy and develop teams for their companies.
	+ Clients include: *Stirling Bridge, Orange County Department of Education, Veterinary Pet Insurance, Saint Louis Christian College, BenefitBar, VPI Insurance, Nexdesign, Express Mortgage Group, BudFranks, PuckFest, Scorch Agency, PMI Orange County, College Living 101, Kunnuk Clothing*
* **Web Operations Manager, *Total Hockey Inc – Hockey Equipment Ecommerce Retailer:*** 2009-10
	+ Created strategy for the Ecommerce website with **12 million** visits and **$6 million** in revenue - increased year over year **sales by 48%**
	+ Lead team of **16** people including 4 department managers and the customer care department
* **Web Strategist, *Joyce Meyer Ministries – Media Personality with 3 Billion Daily Viewers:*** 2007-09
	+ Created strategy and collaboration between Developers, Marketing, Design and the Executive team to achieve **10 million** page visits and **$10 million** in ecommerce revenue per year
	+ Created social media team and strategy to grow to **1 million**+ *Twitter* followers and **2 million**+ Likes on *Facebook*
* **Director of Digital Marketing, *Agrusa’s Italian Restaurant:***2002-2017
	+ Built web presence for the family restaurant to achieve **#1** rankings on *Google* and *Yelp!*
* **Professor of Marketing and Management, *Concordia University & HOPE International University:*** 2000-07
	+ Created and taught marketing and management curriculum to **hundreds** of undergraduate and adult students in person and online

**Education/Certifications**

* **MBA** (Non-Profit Management) *1999 HOPE International University - Fullerton, CA*
* **MA** (Leadership) *1998 HOPE International University - Fullerton, CA*
* **BA** (Religious Studies/Leadership) *California State University and HOPE International University – Fullerton, CA*
* **Inbound Marketing Certified**
* **HubSpot Certified**
* **CSMA** *(Certified Social Marketing Associate in Social Media) eMarketing Association*
* **GAIQ Certification** *(Google Analytics)*
* **FranklinCovey Training** *7 Habits; What Matters Most; Focus; Leadership Summit; 4 Disciplines of Execution*
* **Web Training** *Jakob Nielsen User Experience; An Event Apart Web Design; Search Engine Strategies Conference; ExactTarget Email Marketing Summit; Social Media Marketing World; Inbound Conference*

**SOFTWARE**

* **Marketing Automation** Marketo; HubSpot (Certified); Intercom
* **Desktop Software** Adobe Illustrator; Adobe Dreamweaver; Microsoft Office; FrontPage; SharePoint; MS Project; Asana; Workamajig; Trello; Google G Suite
* **Email Marketing Platforms** HubSpot; Marketo; Mailchimp; ExactTarget; iContact; Constant Contact; Intercom
* **Blogging Platforms** Blogger; Terapad; Typepad; WordPress; Squarespace; Tumblr
* **Social Media Platforms** Twitter; LinkedIn; Facebook; Snapchat; Instagram; Pinterest; Hootsuite; YouTube; Vimeo; Wistia; Foursquare; Yelp!
* **Digital Advertising Platforms** Google Adwords; Google Adsense; Yahoo Search; MSN/Bing Search; Twitter Ads; LinkedIn Ads; Facebook Ads; GetApp; Capterra
* **Customer Service Platforms** Reallinx call center software; Sightmax customer service interface; Intercom
* **Analytics** Google Analytics (Certified);Clicktale; WebTrends; Omniture; Compete; Quantcast; Alexa
* **Ecommerce Tools** Shopify, Big Commerce; Certona recommendation engine; Bazaarvoice reviews and Q&A; Commission Junction affiliate program; Ambassador affiliate program; Inceptor Comparison Shopping Engines; Amazon shopping; Invector image optimization

**AUTHOR**

* **Books:***Internet Marketing for Newbies, The Seven Keys to Marketing Genius, Marketing 2.0,
188 Business Tips (and 200 Questions) to Get Your Brain Juice Flowing, and Senior Care 2.0*
* **Blogs/Websites:** *Ximble*, *Philanthr, marketingenious, Marketing that Rocks, Marketing that Sucks, Senior Care 2.*0, *Hand of Hope, AnyMeeting, InstantPresenter, CU Direct, MichaelDaehn.com* and others

**AWARDS**

**Diamond Award for Marketing** CUNA**, Spark Award for Marketing Excellence** SRMA**,
Leadership Scholarship** Saint Louis Christian College**, Graduate Honor Scholarship** HOPE International University**, DECA Marketing Finalist, Mobile App Competition Finalist** Maritz MPrize

**Featured by**

|  |  |  |
| --- | --- | --- |
| * Forbes
 | * NBC
 | * ABC
 |
| * PC World
 | * InformationWeek
 | * Venture Beat
 |
| * TechCrunch
 | * PC Mag
 | * Entrepreneur
 |
| * St. Louis Post Dispatch
 | * OC Metro
 | * Credit Union Magazine
 |