|  |  |  |
| --- | --- | --- |
|  |  | Daniel Bartley  10303 Cypress Lakes Preserve Dr Lake Worth, FL 33449 T: 561-567-5608 E: daniel.bartley.me@gmail.com  W: www.danielbartleyjr.com/dmprojects  Cover |
|  |  |  |
| Summary of Qualifications |  | Strong adaptive ability to high volume situations with multi-tasking skills and an extensive marketing background. Analytical, quick-thinking multi-tasker, with a strong aptitude for resolving technical issues and training personnel, without sacrificing quality and with proper prioritization. Strong and professional presentation and communication skills allowing for simplified discussion of complex principles. Proficient using Google Ads, Google Adsense, Google Tag Manager, Google Data Studio Dreamweaver, Google Analytics, LinkedIn Ads, Bing Ads, Pinterest Ads, Meta Search Ads, Microsoft Office Suite (Excel, Access, Powerpoint, etc) Email software: Acton, Click meter, Core FTP/Filezilla, HTML, SEO Profiler, SEMrush, Vendasta, CAS, and Salesforce. |
|  |  |  |
| Experience |  | Tambourine, Ft. Lauderdale, FLPaid Performance Specialist Oct 2021 – Present  * Manage $3MM per year Media budget * Helped clients achieve 5+ ROAS on campaigns * Account creation including billing setup, campaign build outs and website event tracking via Google Tag Manager. * Conduct daily checks on account/campaign KPIs and perform ongoing bid strategy optimizations. * Work closely with other teams to develop strategy and tactical recommendations. * Track and analyze performance data and provide monthly/quarterly insight and recommendations for reports. * Participate in reporting calls via video conference and client-facing meetings as the paid performance expert. * Receive training in job related development on new products, best practices, industry studies * Google Ads, Bing Ads, Facebook Ads * LinkedIn Ads, Pinterest Ads, Meta Search Ads  Freelance Work, Palm Beach, Broward, Dade Counties, FLDigital Marketing Services April 2020 – Oct 2021  * Managed $200k per month Media budget * Google & Facebook Ads * Handled conversion tracking and optimizing campaigns by analyzing data to improve performance. * Provided direction to internal graphic design resources to create banners and artwork for advertising campaigns. * Tracked campaigns progress and reports on key metrics to support continuous improvement in engagement and ROI. * Directed all e-mail campaigns and direct mail programs; responsible for planning, negotiating and buying broadcast and print media. * Utilized web analytics to analyze email customer behavior, producing customer segmentation. * Performed daily analysis to measure performance and identifies opportunities to improve revenue and customer engagement. * Invoicing and Billing Management  NXSDA, Wellington, FLDirector of Digital Marketing Mar 2016 – April 2020  * Managed $100k per month Media budget * Google & Facebook Ads * 10 Direct Reports * Handled conversion tracking and optimizing campaigns by analyzing data to improve performance. * Provided direction to internal graphic design resources to create banners and artwork for advertising campaigns. * Tracked campaigns progress and reports on key metrics to support continuous improvement in engagement and ROI. * Google & Facebook Ads $500k managing budget * Directed all e-mail campaigns and direct mail programs; responsible for planning, negotiating and buying broadcast and print media. * Utilized web analytics to analyze email customer behavior, producing customer segmentation. * Coordinated activities of content, design and web to meet interdependent deadlines. * Built and tested each email, verifying copy, links, content and layout, as well as identifying spam risks. * Performed daily analysis to measure performance and identifies opportunities to improve revenue and customer engagement. * Invoicing and Billing Management * Sunbiz annual business renewal  PR.Business, Boca Raton, FLDigital Marketing Manager 2015 – Mar 2016  * Managed $100k per month Media budget * Google & Facebook Ads * Utilized company tools for sales and development * Provided Solutions for clients online visibility success * Proven track record of successfully working with partners * Built and launched many successful Marketing campaigns * Managed a 400+ account book of business * Created B2B Growth strategies for all businesses in book of business * Upsold clients based on needs * Website Building and Management * PPC Campaign building and Management (Ad Words Certified) * Social Media Building and Management * Google My Business building and Management  Wells Fargo, Palm Beach County, FLPersonal Banker | Business Advocate | Service Manager 2012-2015  * Provide Solutions for clients financial success, High Volume Sales * Proven track record of successfully working with partners * Utilize company tools for sales and development * Build business relationships for financial success * Build and Manage teller team for success * Coach on positive behaviors to ensure effectiveness and success * Risk Management * 12 Direct Reports * Partnered with Branch Manager in positioning the branch team for success * Fostered a positive work environment * Leveraged coaching and performance management tools and processes |
|  |  |  |
| Education |  | A.W Dreyfoos school of the Arts Highschool Diploma Florida Atlantic University Bachelors in Business Administration (Marketing Specialization) Google Ads - Display, Search, Measurement, Video, Shopping, Apps Certified Google Analytics Certified  Facebook Ads Certified  Facebook Blueprint Certified |
|  |  |  |
| Skillset |  | SEO, SEM, Social Media Marketing, Mobile Marketing, Database Marketing, Email Marketing, Administration, Operations, Leadership, Customer Service and Sales background. Learns procedures very quickly. Able to develop and implement new systems when necessary. Extremely well organized and efficient, with over 5+ years of experience in Digital Marketing and Sales. Capable of handling multiple projects concurrently. Excellent public relations and customer contact ability. |
|  |  |  |
| LanguagesReferences |  | Kreyol, French, Basic Conversational Spanish  Josh Silver CEO, NXSDA  407-949-4966  Dana Skaff COO, pr.business  610-585-4146  Kelly Murillo Senior Team Manager, pr.business  941-623-7178  Alvaro Nunez Team Lead, pr.business  305-834-9789  Aladia Nascimento, Manager, Wells Fargo  561-358-5732 |