



David D. Duarte

Analytical | Creative | Technical

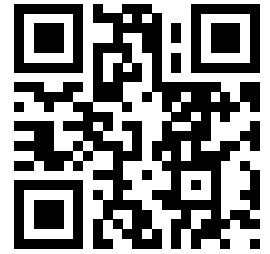
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About Me

Multifaceted Digital Marketing Expert

Over twenty years experience conceptualizing, designing and developing effective, user-centric interactive digital products for the purpose of marketing and promoting a wide range of industries. A passion for brand development, tailored digital marketing strategies, e-commerce, insightful analytics, and advanced technology automations and platforms. A proven track record for discovering and implementing cost effective and time saving solutions, while refining functionalities and efficiencies across all technology systems.

Driven to grow and become a better person each day; governed by integrity and a fine-tuned moral compass. Inspired by those who've achieved the unlikely or impossible, and made a difference in the world. Motivated to positively impact others by my innate sense of altruism. Mindful of my actions with an ability to see and understand multiple perspectives. Flexible and adaptable to most circumstances and able to quickly find or develop solutions under pressure.

Confident leader void of ego, a natural teacher and humble student of life. Quick to admit faults and deliver reparations if needed. An open-minded, supportive, motivational team player, a purveyor of positivity to those around me. Strive to succeed in the face of every challenge presented. Fueled by discipline, self-determination, and a particularly exceptional work ethic. A deep respect for the process, craft and creativity of all my endeavors.

Strategic Proficiencies

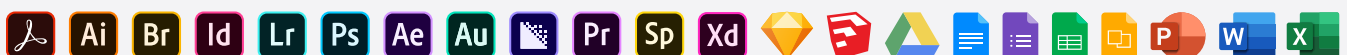
- Automation
- Audience Building
- Buyer Personas
- Content Copywriting
- Content Management
- Content Marketing
- Conversion Optimization
- Downloadable Content
- Email Marketing
- Facebook Ads
- Google Ads
- HTML / CSS
- Influencer Marketing
- Lead Generation
- Lead Magnets
- Marketing Funnels
- Nurture Campaigns
- Retargeting & Tracking
- Search Marketing
- Search Optimization
- Social Media Marketing
- Video Marketing
- Video Production
- Webinar Production

Creative Proficiencies

- Art/Creative Direction
- Branding & Identity
- Graphic Design
- Photography
- Print Design
- UX/UI Design
- 3D Modeling
- Animation
- Audio Editing
- Motion Graphics
- Video Editing
- Videography

Technical Proficiencies

- Customer Support
- Data Analytics
- Database Management
- Data Mining
- Documentation
- Hardware Management
- Information Technology
- Networking & Security
- Operating Systems
- Server Management
- Technical Support
- Technical Writing
- Troubleshooting
- Usability Testing



Recent Work Experience

February 2019 – April 2020

Director of Marketing

BrandRep – Irvine, CA

A digital marketing agency servicing small and medium sized businesses across North America. Provides Search Engine Optimization, Web Development and Management, Paid Search Advertising, Reputation Management, Social Media Setup and Publishing, and Email Marketing.

- Direct report to the CEO, responsible for all aspects of both internal and client marketing
- Proposed, developed and implemented new marketing strategies, presented monthly and quarterly performance results of initiatives to the board of directors
- Improved and increased brand awareness, via advertising, social media and email campaigns
- Developed and executed new strategies for prospect acquisition, client onboarding, communications and retention
- Supported Director of Sales and Head of Operations to maintain client expectations and clear communications across all stages of product sales, delivery, and account management throughout the lifetime of the relationship
- Developed and launched new services and products; drafted internal documentation and training, pricing, marketing and promotion
- Responsible for the management and success of all client Google and Facebook ads campaigns, social media setup and publishing, email marketing
- Established a marketing department team over the course of six months that include managers, coordinators, content publishers, contractors, and interns
- Created effective industry segmented lead generation marketing funnels; designed and developed landing pages; optimized for conversions by utilizing lead magnets, free consultation appointments, webinars, and various other call-to-actions
- Built and managed multi-channel advertising campaigns; created custom and lookalike audiences; produced ad creative, copy, downloadable content; configured analytics, tracking and retargeting
- Created and deployed multiple industry segmented email drip campaigns for sales nurture, thought leadership and client communication strategies.
- Conducted A/B testing to optimize advertising campaigns for desired CPC, CPL, CPA, ROAS; email campaign open and click rates, and landing pages conversion rates
- Identified the brand's social voice, tone and creative direction for social media, blog, and email newsletter content, and established ideal publishing schedules.
- Executed copywriting for ad campaigns, email marketing, landing pages, product descriptions and sell sheets, graphic design of all ad creative, social media posts, video animations, downloadable content, and other marketing collateral

Role Highlights

- Restructured the content department that facilitated the reversal of a massive website backlog
- Lead BrandRep's participation in the Google Ads Partners Acceleration program. Effectively reducing churn by 54%, increasing revenue by 43%, and increasing client upgrades by 250% YoY
- Featured at 2019 Google Partners Acceleration Summit

Previous Work Experience

2015 – 2019

Digital Director

Rockstar Energy – Beverly Hills, CA

A global consumer packaged goods company and endemic lifestyle brand within action sports, motorsports, music and e-sports gaming industries.

- Responsible for the design, development, implementation, management and continuous evolution of all digital properties including company websites and mobile applications.
- Essential to the development, creative direction and management of interactive marketing partnerships products, defined brand requirements to all stakeholders, and managed relationships across digital initiatives.
- Project managed and communicated with all stakeholders throughout conceptual, design, development, deployment, and implementation processes.
- Established all aspects of digital presence from graphic design, development, user interface and experience design for all company websites, sweepstakes micro-sites, in-game branding, downloadable content, and mobile applications
- Managed design and development teams to create and deliver digital interactive products for both internal, external, and partnership programs.
- Conducted hands-on testing, research, and documentation that provided online technical support for FAQ and knowledge base articles.
- Developed and managed an online customer support platform that provided assistance to hundreds of thousands of consumers, monthly website users and sweepstakes participants.
- Managed a team of support agents that utilized Zendesk's ticketing system, automated responses, gaming and sweepstakes programs, eCommerce and other general product related inquiries
- Enhanced social media strategy across Facebook, Instagram, Twitter and Snapchat. Collaborated with partnership stakeholders, content creators; developed social contests, defined publishing schedules for optimal engagement
- Conducted product photoshoots for use in social media content, email marketing, point-of-sale materials, display ads, e-commerce and company website presence.
- Deployed new digital asset management system for all departments; oversaw data transfer, defined user groups, permissions, collections, file-naming conventions, and internal protocols; created documentation and trained all employees and partners
- Created an exclusive customer loyalty and rewards program that provided a custom tailored experience for consumers to earn points through gamified engagements

Role Highlights

- Partnered with gaming industry leaders including; Activision, WB Games, 2K Games, Microsoft/Xbox and Playstation
- Attended E3 Gaming Conference 5 years in a row, developed an on-premise promotions and sampling initiative
- Secured and managed relationships with service providers including Adobe, Salesforce, Extensis, Hightail
- Discovered and produced cost-saving alternative solutions that saved the company several hundreds of thousands of dollars.

Past Work Experience

2007 – 2016

Senior UX/UI Designer | Digital Producer

Rockstar Energy – Beverly Hills, CA

- Planned, designed and implemented new user interfaces, wireframes, mockups, and prototypes for all websites, web and mobile applications for both internal and public facing digital products.
- Identified appropriate product objectives with all stakeholders, and translated into effective presentations and clear communications for designs and prototypes to design and development team members
- Conducted extensive user research and testing with various internal teams to identify site usability challenges and limitations, then developed proposed solutions
- Identified user personas and defined a variety of user priorities, objectives and goals to determine hierarchy and accessibility of information
- Developed in-depth scenario maps, user stories, user flows, and sitemaps
- Created wireframes and prototypes, reviewed with lead developer, tested and refined for optimal usability
- Collaborated with the Art Director to design user interfaces for all websites, web and mobile applications for both internal and public facing digital products

2008 – 2019

Information Systems Manager

Rockstar Energy – Beverly Hills, CA

- Responsible for the administration, security, functionality, maintenance, and health of all on-site and cloud servers, workstations, networking and office devices.
- Defined and managed user groups and permissions for all internal communication and file share systems.
- Administered company email servers, security and retention policies, voice services, backup and archiving.
- Conducted research, planning, budgeting, and purchasing of all computer and networking hardware and software.
- Developed, and maintained relationships with hardware, software, and third-party service vendors; negotiated and managed all software licensing and service contracts.
- Assessed internal systems to find cost and time-saving refinements and solutions that can better assist and provide essential technologies for efficiency.
- Defined internal processes and instructions to train and empower employees to utilize current and new systems solutions.
- Provided technical support for all executive, sales, marketing, and design employees.
- Conducted and managed all interoffice software deployment, integration, updates, and maintenance.

Professional Experience Qualifications

- 20 years with Graphic Design for Digital, Print, Brand Identity, Marketing and Product Packaging
- 23 years with Developing Digital Marketing Products
- 25+ years with Information Systems, Technical Support and IT Administration and Management
- 15+ years experience working with Small Businesses
- 15+ years experience as a Small Business Owner
- 15 years with Consumer Packaged Goods
- Other Industries: Apparel, Beauty, Entertainment, Hospitality, Live Events, Music, Nightlife, Real Estate, Restaurants,

Platforms & Systems Experience

- Amazon Seller Central
- Amazon Web Services
- Basecamp 3
- Constant Contact
- Facebook Business Manager
- Google Ads Manager
- Google Analytics
- Google Data Studio
- Google G Suite
- Git Version Control
- Hightail
- Hootsuite
- Hubspot
- JetBrains
- Mailchimp
- Magento
- Salesforce
- Shopify
- WordPress
- Zendesk

Certifications

- Google Ads Certification** 2019 - Present
Search | Display | Video
- Facebook Blueprint Certification** In Progress
Digital Marketing Associate
- AWS Certification** In Progress
Solutions Architect

Education

- Santa Monica College** 1998 - 2002
Academy of Entertainment Technology
Film Production and Cinematography with an Emphasis in Digital Media

Personal Interests

- Artificial Intelligence
- Astronomy/Cosmos
- Augmented Reality
- Blockchain/Crypto
- Cinema/Film
- Culinary/Cooking
- Cycling
- DIY Projects
- Gaming
- Mindfulness
- Outdoor Recreation
- Photography
- Raspberry Pi
- Skateboarding
- Snowboarding
- Spirituality
- Technology
- Tennis
- Travel
- Videography

Declaration

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.

David Duarte

Irvine, CA
April 20, 2020