

Daniel Ireton
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Overview

Accomplished online marketing professional with strong marketing and creative experience, encompassing strategic planning, creative development, media planning & buying, direct marketing, public relations, and sales promotion. Providing creative, innovative, passionate and forward-thinking leadership in a team environment.

02/04 – Present Electronic Merchant Systems Independence, Ohio

Privately held merchant service provider processing over two billion dollars in volume annually while servicing over 20,000 merchants throughout the United States.

Director of Marketing (06/06 – Present)

Lead the development and implementation of the company's annual marketing strategy including interactive, direct marketing, media, creative, sales promotion and PR strategies as a direct report to the President/CEO.

- Rebuilt a marketing department of 10 professionals from the ground up, ranging from researchers to graphic designers.
- Spearheaded the development of corporate websites, micro-sites, landing pages, with an emphasis on SEO, SEM, and UX that has lead to a consistent lead stream for the sales teams.
- Pioneering a hard-hitting strategy to maximize current trends in social media to gain appreciation and recruitment of new merchants.
- Directed the company's profitable development of over 800 template-based websites with eCommerce solutions for small to mid-level merchants to expand their business footprint and increase their financial outlook.
- Drove a 30% increase in lead generation within targeted regions, which equated to 500+ new merchants.
- Implemented a continually successful cross-sell campaign to merchants that are maximizing our services through direct mail and email communications, which has lead to a 6% buy-in.
- Negotiate all corporate media purchases including national print publications, regional outdoor placement, online banner and digital publication advertising.
- Lead and advance concurrent marketing strategies with 60+ strategic and vertical partnerships across multiple media along with telemarketing that have proven to reduce the outside sales teams need to cold call.
- Participate in the development of new product offerings from competitive analysis to production with senior management team, which has provided distinct differentiators that separate the company from competitors.
- Oversee and contribute to all copy objectives across all advertising media and corporate communications.
- Directed multiple direct mail campaigns to potential customers in targeted regions that have produced an average success rate of 7%.
- Managed the execution of over 1000 marketing enhancements for small to mid-level merchants through the use of gift and rewards card programs that have increased sales and built customer retention.

Graphic/Web Designer/Marketing Specialist (02/04 – 06/06)

Assisted the Director of Marketing in implementing annual marketing strategies with a focus on creative and advertising.

- Lead producer of online creative objectives for micro sites and landing pages including design, UX, development, and delivery.
- Created and designed print collateral used in advertising and sales team member presentations, flyers, POP material, and direct mail.
- Assisted in the conceptualization, planning, setup, and delivery of product photo shoots.
- Developed regional tradeshow deliverables including booth design, collateral, purchasing, and positioning.
- Leveraged relationships with partners to promote product offerings to business clients.
- Participated in successful product development and product launch deliverables.

Education

Bowling Green State University, Bowling Green, Ohio

Bachelors of Science | Visual Communication Technology | Marketing Minor | 12/03

05/03 – 09/03 ComNet, Inc. Wapakoneta, Ohio

Provider of operations support services to local voice, video and data providers throughout the United States.

Web Developer/Creative Specialist

- Developed, designed, and maintained websites for strategic partners.
- Lead designer of collateral for marketing efforts including brochures, handouts, and direct mail
- Instituted multimedia web banner marketing through targeted online opportunities.
- Implemented workflow processes that increased productivity.

01/03 – 05/03, 09/03 – 12/03 BG News Bowling Green, Ohio

Daily student-run newspaper distributed through the campus of Bowling Green State University.

Assistant Production Manager

- Oversaw and developed daily print layouts for editorial and production departments.
- Lead research, test, and implementation of conversion from physical to digital flats.
- Directed creative direction and development of client advertisements and special tablet inserts.
- Managed five production artists through daily goals and production deadlines.
- Assisted in graphic development of online version for the newspaper.

Technical Skills

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, Flash, Premiere, Apple Final Cut Pro; HTML, CSS, WordPress, Joomla, DotNetNuke; Microsoft Office Suite

Affiliations

AAF – American Advertising Federation – Cleveland Chapter – Member

AMA – American Marketing Association – Cleveland Chapter - Member