

Daniel R. VanWijk, CBC

Colorado Springs, CO

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SUMMARY

An eBusiness and marketing professional with the unique combination of technical aptitude, business experience and customer-first attitude. Skilled in Web site operations and e-commerce strategies. Directed marketing and communication programs for consumer and business markets. A leader with the ability and initiative to make informed decisions for business growth.

DEMONSTRATED STRENGTHS / SKILLS

Web Site Design and Management, HTML and Web Authoring, Site Usability, eCommerce Strategies, User Interface Development, Database Design, Online Marketing, Project Management, Email Marketing, Vendor Relations, Online Promotions, Cost Effective Solutions, Creative, Leadership, Great Interpersonal Skills, Team Player.

PROFESSIONAL EXPERIENCE

DV WEB SOLUTIONS, Colorado Springs, CO

2003 - present

Consultant

Marketing consultant and project manager for several local start-ups. Involved with business planning, project definitions, eBusiness strategies and marketing programs.

- Planned and managed the development of an online auction web site, combining usability and business needs.

AGILENT TECHNOLOGIES, Colorado Springs, CO

2000 - 2003

eBusiness Strategist

2002 - 2003

Marcom Webmaster

2000 - 2002

Developed and implemented Web strategy for multiple divisions. Formulated and implemented online marketing programs such as search engine positioning, advertising and e-mail campaigns. Managed vendors and supervised contract labor. Designed look and feel for multiple internal and external sites. Led enterprise-wide committees to oversee marketing best practices and long-term eBusiness strategies.

- Planned and implemented a web site that was praised as the best site within Agilent because of the ease of navigation, breadth of information and increased repeat visitors.
- Increased sales leads by 70% after initiating progressive Web enhancements and incorporating the customer CRM database.
- Increased web traffic by 33% after analyzing server logs, directing page changes and initiating a search engine positioning strategy with ROI tracking.
- Pulled together e-mail, direct mail, advertising, promotional giveaway and special Web site landing pages as part of a marketing campaign targeting a new customer segment.
- Streamlined information distribution and improved organization's efficiency by designing a web site that consolidated content from several intra- and extranets into one easy to use extranet.

CURRENT CHECKS/CHECKS UNLIMITED, Colorado Springs, CO 1997 - 1999
Internet Specialist 1999 - 1999
Customer Acquisition and Retention Specialist 1997 - 1998

Responsibilities included evaluation, planning and implementation of all e-commerce strategies as well as coordinating site development efforts with IS/web developers, graphic artists, various internal departments and outside vendors. Also functioned as project manager with responsibility for developing and implementing online and traditional marketing communications programs.

- Managed the development and implementation of the industry's first ecommerce check ordering Web site. Site turned profitable after the 2nd month of operation and revenue per order (RPO) was 35% higher than through traditional sources.
- Fine-tuned package insert promotions for personal and business checks by analyzing campaign results and balancing life time value (LTV) vs. short-term revenue goals.
- Led a team of key people from customer service, the call center, design and forecasting & analysis in improving various marketing programs, resulting in a 15% increase in the number of new customers acquired, with a 7.5% increase in average revenue per order.

LASER POWER OPTICS, San Diego, CA 1991 - 1997
Marketing Communications Manager 1995 - 1997
Marketing Analyst/Advertising Coordinator 1991 - 1994

Responsible for all marketing functions including advertising (creative and placements), direct mail, PR, research, collateral design, trade shows and Internet marketing. In charge of sales automation and database administration. Supervised order entry and marketing assistants.

- Developed and implemented an advertising program addressing a new market segment, resulting in a 15% increase in qualified sales leads, while reducing the average cost per lead.
- Increased the number of new customers by 26%, and decreased the number of lost customers by 19%, after implementing database marketing driven market segmentation.

EDUCATION

Certificate in Direct Marketing, University of San Diego Continuing Education
MBA, University of Texas at Dallas
BS, Business Administration, Kearney State College, Nebraska

ENHANCED PROFESSIONAL STUDIES

“How to write killer copy” 2-day workshop, American Management Association.
“Web site usability” 2-day workshop, User Interface Engineering (UIE).
Certified Business Communicator (CBC) designation from the Business Marketing Association.
WebPosition Certified (Search engine rankings) by JER Group.
Certified Webmaster training, National Association of Communications Engineers/Regis University, Colorado Springs.

MISCELLANEOUS

President, Colorado Association of Internet Professionals.
Member, Business Marketing Association.
Software used: FrontPage, DreamWeaver, PageMaker, CorelDraw, PhotoShop, Telemagic Contact Management, Saligent CRM, WebTrends, SharePoint, Access, MS Project, MS Office.