**Don Lindt**

**Digital Marketing Manager**

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**SUMMARY**

Dynamic and results-oriented digital marketing manager with in-depth knowledge of digital marketing and campaigns. I have a proven track record of defining marketing strategies and delivering measurable business results. Professional strengths include:

* Excellent leader who can drive results with cross-functional teams while building collaborative relationships.
* Experience with digital product management, sales teams, campaign creation, user experience and special customer events.
* Managed marketing roadmaps, budgets, vendors and pipeline of incoming projects.

**SKILLS**

|  |  |  |
| --- | --- | --- |
| ✓ Prisma Campaign ads | ✓ Adobe Analytics | ✓ Zelle*®*banking*app* |
| ✓ Vendor Management  | ✓ SEO | ✓ Microsoft Power BI |
| ✓ Social Media Strategy | *✓* Growth Mindset | ✓ Mobile Marketing |

**PROFESSIONAL EXPERIENCE**

**Digital Marketing and Web Consultant** San Jose, CA

Freelance 8/2022– present

Marketing consulting for digital marketing, online and display advertising campaigns. Forecasted program ad performance and managed media buys and expenses. Experience with website analytics, KPI reporting, vendor management, and budget management.

**Star One Credit Union** Sunnyvale, CA **Digital Marketing Manager** 8**/**2018 – 7/2022

Managed the digital online marketing activities and website analytics for Star One Credit Union.

* Tracked and analyzed advertising campaigns which led to increasing loan revenue by over 25%.
* Executed various Google and Facebook paid ads to target members increasing loan revenue by 26%.
* Worked with creative agency to place paid ads and measure the effectiveness of campaigns.
* Doubled social media visitors by over 50% to drive traffic which led to new customer engagements.
* Worked with card services and consumer loans team to streamline new processes to better serve our members.
* Drove new member subscriber growth across mobile ads resulting in a 130% increase in new members.
* Increased mobile phone ads by 60% to cross sell customers and acquire new business.
* Tracked budget and evaluated site metrics for performance and spend cost of media buys.
* Collaborated with the internal analytics team and agency vendor on paid social media channels for any bid adjustments and budget management.

**Digital Web Marketing Manager** 10/2012 – 8/2017 **Brocade** San Jose, CA

Oversee global enterprise portal entitlement structure, standards, and governance. Oversee the website ensuring overall alignment and user experience strategy.

* Completed a digital web transformation of the global enterprise website for Brocade.com, including strategy, UX design, development, and platform overhaul.
* Utilized Google Analytics to report on key web metrics to measure the effectiveness of campaigns.
* Improved program performance based on SEO analysis of established analytics which resulted in increased website traffic.
* Fixed the broken registration process so that the time to sign up for a new account was reduced from 13 minutes down to 4 minutes, which dramatically improved the customer experience and increased the number of new registrations.
* Managed budget for partner channels and updated vendor scopes of work.

 **Creative Service Web Manager** 10/2007 – 7/2011

**Cisco Systems** San Jose, CA

Led a team of 3 direct reports within the IT creative services team, providing websites and creative media solutions for a global client base with a +$1M portfolio. Supported additional 12 offshore staff members.

* Drove 100% increase of new clients in over 2 years.
* Managed internal accounts for over $1 M and doubled the number of new clients in 2 years.
* Utilized Salesforce.com and Google Analytics to report on key web metrics to management.
* Tracked and evaluated site metrics, performance, and SEO value for clients.
* Developed report cards for vendors and scheduled vendor projects on the website to save time and reduce costs.
* Collaborated with IT team and vendors to evaluate and recommend solutions for their web development needs and decreased vendor costs.

**EDUCATION**

B.A.Degree in Advertising

**San Jose State University** San Jose, CA

A.S**.** Degree in Sales and Marketing

**West Valley College** Saratoga, CA