

**DAN BAILEY**

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PROFILE

Highly-experienced e-marketer with backgrounds in design and project management seeking opportunities with smaller, growing companies.

RELEVANT EXPERIENCE**EMAIL MARKETING TEAM LEAD, 3M; MAPLEWOOD, MN — 2008**

Brought aboard as a short-term contractor to design and document an email marketing campaign process and then execute it. Daily work involves project management, basic HTML/CSS work (within the framework of email campaigns), client interaction, and reporting. In addition, have been assisting other groups in the marketing department with creative, IA, and copywriting.

LEAD INTERACTIVE PROJECT MANAGER, ASI COMMUNICATIONS; MINNEAPOLIS, MN — 2007

Responsible for the management of multiple interactive/web projects ranging in value from \$10,000 to \$150,000, utilizing a variety of technologies. Worked to establish process and documentation for more effective project management. Led the establishment of a search engine optimization (SEO) program, to include selection of a third-party vendor, creation of process and documentation, scheduling, workflow, and standardized communications with the client.

PROJECT MANAGER, SPACE150; MINNEAPOLIS, MN — 2006

Responsible for the management of approximately 40 software, web, and advertising sub-projects spread across six different accounts in an agile-methodology environment. Coordinated with multiple project managers to share resources in a fast-paced creative agency environment. Managed and reported on project budgets to the account executives. Worked closely with creative directors, programmers, designers, and account managers to deliver product to clients on-time and under budget.

LEAD PROJECT MANAGER, XATA CORPORATION; BURNSVILLE, MN — 2004-2006

Managed the biggest deal in company history, worth \$20 million, overseeing the installation of hardware across 70+ physical locations and numbering in excess of 6000 units. Responsible for bringing project management practices into the customer services group and training individuals to be project managers. Worked to establish a standardized process for handling post-sales delivery of hardware.

WEB PROJECT MANAGER, FINDLAW.COM; EAGAN, MN — 2002-2004

Simultaneously managed approximately 70 accounts with an estimated value of \$2.5 million. Acted as the intermediary between the client and the graphic designers, the development team, and content writers. Worked with a team to define and refine the site development process and to help work on the specifications for a project management web application. Worked to help standardize procedural communications with the clients. Worked to develop specifications for a blog-based communications system to interact with customers during the development process. Worked on a proposal to create a legal-based social networking system.

SENIOR WEB PRODUCER, DIGITALINSURANCE.COM/HEALTHAXIS.COM; E. NORRITON, PA — 1999-2001

Worked primarily in the B2C component of HealthAxis as a web designer. After Digital Insurance bought the HealthAxis B2C component, was put into the senior web producer role. Responsibilities included day-to-day project management, and jack-of-all-trades work from web design to information architecture. Trained junior web producers in a wide variety of technologies.

RELEVANT EXPERIENCE, CONT.**WEB DESIGNER, WEBOVATION; NEW BRIGHTON, MN — 1998**

Designed, built, and deployed sites for a variety of clients with little or no input or supervision, employing ColdFusion as a dynamic content generator. Design work in most cases included both site user interface and copywriting.

MULTIMEDIA SPECIALIST, MANKATO STATE UNIVERSITY; MANKATO, MN — 1994-1998

As Multimedia Specialist, was responsible for the upkeep, maintenance and upgrading of a total of approximately 40 Mac OS machines and associated equipment and software, with a value of at least \$750,000. Taught classes and assisted students, faculty, and staff in a variety of subjects from basic web design to usage of the MIDI systems. Determined necessary purchases of software and hardware on a semi-annual basis. Wrote content for departmental promotional materials, the lab newsletter, and basic instructional materials for new users.

LESS-RELEVANT EXPERIENCE**BICYCLE MECHANIC, PENN CYCLE; MINNEAPOLIS, MN — 2005-2008****BICYCLE MECHANIC/SALES, BIKEWORKS; HARLEYSVILLE, PA — 1999-2001****INTELLIGENCE ANALYST, MINNESOTA NATIONAL GUARD; ROSEMOUNT, MN — 1996-1999****COMMUNICATIONS SPECIALIST, U.S. ARMY AND ARMY RESERVES; VARIOUS LOCALES — 1991-1996****EDUCATION**

Mankato State University, Mankato, MN — BA English, 1998

SKILLS

Mac OS X geek, with experience as a sysadmin for legacy Mac OS systems. Will use Windows systems grudgingly but competently.

MS Word, Excel, Project, Visio. OmniPlan, OmniGraffle, and the usual array of Mac solution.

Well-versed with Adobe Photoshop and Illustrator as they apply to web work -- have been using both since versions 2.5 and 5.0, respectively. Flash skills have completely wasted away.

Extremely knowledgeable in HTML/CSS. Javascript skills somewhat rusty.

Have worked with Ruby on Rails, PHP, ASP/VBScript (pre-.NET) and ColdFusion.

REFERRALS

Available upon request.