

DAN BAILEY

PROFILE

Interactive marketing manager with fifteen years experience in B2B and B2C environments, excellent project management skills, and a love for solving complex problems.

EXPERIENCE

EMAIL MARKETING MANAGER, 3M (CONTRACT) 2008-PRESENT

Responsible for the design and construction of 3M's corporate email marketing program. Designed process documentation and internal billing model, established creative and coding standards, and developed best practices documentation. Worked with individual divisions' marketing communications teams to educate them on email marketing, ranging from basic concepts to assisting in designing data integration models. Helped those divisions to grow their mailing lists using methodologies that conform to CAN-SPAM law, to identify and target individual personas based on individual characteristics, and to work to engage clients that were otherwise uninvolved. Interacted with email service provider (ESP) to resolve issues, refine contract, and modify billing model during bi-annual contract renewal period. Worked with ESP and Analytics team to tightly integrate our email application to WebTrends, to include a real-time dashboard and automated reporting. Program grew 300% in its second year and is currently projected, and on-track, to grow another 200% in its third year. Provided internal clientele with additional guidance on social media, SEO/SEM, and web strategies.

LEAD INTERACTIVE PROJECT MANAGER, ASI COMMUNICATIONS 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) and email marketing programs, to include selection of third-party vendors, creation of process and documentation, scheduling, workflow, and standardized communications with the client.

PROJECT MANAGER, SPACE150 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 high-quality product to clients on-time and under budget.

LEAD PROJECT MANAGER, XATA CORPORATION 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 (THOMSON-REUTERS) 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.

EXPERIENCE, CONTINUED

SENIOR WEB PRODUCER, HEALTHAXIS.COM/DIGITAL INSURANCE 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, web design, and information architecture. Trained junior web producers in a wide variety of technologies.

WEB DESIGNER, WEBOVATION 1998-1999
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 SYSTEMS ADMIN, MANKATO STATE UNIVERSITY 1995-1998
SENIOR LAB SUPERVISOR, MANKATO STATE UNIVERSITY 1995
LAB SUPERVISOR, MANKATO STATE UNIVERSITY 1994

BICYCLING-RELATED EXPERIENCE

OWNER/FABRICATOR, PALLAS ATHENA CUSTOM CYCLES 2010
INVENTORY SPECIALIST/MECHANIC, PENN CYCLE 2005-2010
BUILDER, FREEWHEEL BIKE 2004
BUILDER/SALES, KENWOOD CYCLERY 2003
MECHANIC/SALES, INDIAN VALLEY BIKEWORKS 1999-2001

MILITARY EXPERIENCE

INTELLIGENCE ANALYST (96B), MINNESOTA NATIONAL GUARD 1996-1998
COMMUNICATIONS SPECIALIST (74C), U.S. ARMY RESERVES 1993-1996
COMMUNICATIONS SPECIALIST (74C), U.S. ARMY 1991-1993

EDUCATION

Mankato State University, Mankato, MN — B.A., English (Creative Writing), 1998.
Apprenticeship with Paul Wyganowski — Framebuilding, 2009 to Present.
Wide variety of military schools — 1991-1998.

SKILLS

Exceptional written and verbal communications, including copywriting and editing.
Operating Systems: Windows, Mac OS X, Linux.
ESPs: Epsilon Dream 8, Exact Target, CheetahMail, Campaign Monitor.
Office: Microsoft Word, Excel, Visio, and Project; and Macintosh equivalents.
Creative: Adobe Photoshop CS5, Illustrator CS5, Dreamweaver CS5.
Markup: HTML/XHTML, CSS.
Code: Ruby on Rails, PHP, Javascript/JQuery.

PERSONAL HOBBIES/INTERESTS

Bicycle racing (Cat.5 road, Cat. 4 cyclocross).
Bicycle frame building.
Reading/writing.

REFERRALS

Brendon Schrader

Owner/CEO of the Antenna Agency
Current Employer
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Jolene Salazar

Marketing Operations, 3M Healthcare Division
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David Lee

Marketing Manager, New Business Ventures, 3M Sports and Leisure Division
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Tim Larson

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Johnny Surprise

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Nels Erickson

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