

DOUGLAS T. DINSMOOR

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PROFILE

Award-winning, multi-certified Internet marketing and eCommerce professional with strategic and tactical mastery to generate qualified Web traffic and online sales. Online Marketing skill set includes managing Web site design, user experience, Search Engine Marketing / Pay Per Click, Search Engine Optimization, banners, email, and Social Media Marketing. Results-driven, with strong analytical and creative expertise. Comprehensive traditional marketing background. CU-Boulder and Harvard educated.

PROFESSIONAL EXPERIENCE

eMarketing Manager - Small Business, [Qwest](#), Denver, CO

2006 - 2008

Directed strategy and tactics for all Small Business eMarketing activities. Devised, developed, implemented and analyzed campaigns to drive traffic to [qwest.com](#), including banner ads, SEM, and email marketing. Directed creation and deployment of site content, including landing pages, promotional banners, customer images, and copy. Collaborated across eBusiness team to optimize online content and functionality for navigation, order flow, look and feel, and SEO. Directed team of designers, developers, writers, agencies and other vendors. Compiled, analyzed and distributed relevant metrics using [Omniure SiteCatalyst](#), [Atlas](#), and others.

- Managed expense budget of \$3 million.
- Managed media, creative and Web analytics for over 2 billion banner impressions.
- Exceeded targets for all Key Performance Indicators while staying under budget:
 - Increased SEM site traffic by 153%.
 - Increased banner traffic by 83%.
 - Increased total eMarketing traffic by 85%.
 - Increased orders from marketing-driven clicks by 35%.
- Led all Residential Wireless and Enterprise eMarketing during long periods of low headcount.
- Oversaw redesign, development and distribution of monthly eNewsletter and landing pages.

Marketing Consultant, Denver, CO & Boston, MA

2002 - 2006

Clients included:

IMlogic (now [Symantec](#))

Ximian (now [Novell](#))

[Amadeus Consulting](#) (for their [Newmerix](#) and [Rally Development](#) accounts)

[Qgenisys](#).

Internet marketing, SEM, eCommerce management, and other business development projects, including [Google AdWords](#) and [Yahoo! Search Marketing](#) PPC advertising. Designed and launched new campaigns, optimized existing programs. Additional eMarketing services included SEO, banner advertising, and Web site usability and functionality. Collected and managed business intelligence data on [salesforce.com](#) CRM system.

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Advertising Manager, Webhire, Inc. (now [Kenexa](#)), Lexington, MA

1999 - 2001

Directed development and implementation of all corporate advertising creative, tactics and strategy for \$25 million publicly-held Application Service Provider (ASP) / Enterprise software company. Developed and directed design and production of Web site eCommerce pages. Led SEO program. Managed media, vendor and creative agency relationships. Key member of corporate Web Development Team.

- Developed and managed \$2.5MM advertising budget and media plan.
- Placed and tracked (with [WebTrends](#)) over 37.5MM ad impressions on [Yahoo!](#) and other sites.
- Drove online lead generation and sales programs.
- Optimized campaigns and significantly increased click-through rate (CTR), leads per impression, and leads per click.
- Won [Onyx Achievement Award](#) for "Best Use of Onyx for E-Business" for co-developing Web ad tracking system that automatically channeled leads and sales into [Onyx](#) CRM database.
- Won [Ad-Q Award](#) for Outstanding Advertising.
- Collaborated on webinars, press releases, product announcements, direct mail and email campaigns, customer surveys, product collateral, and trade show collateral.

Marketing Consultant, Cambridge, MA

1996 - 1998

Integrated marketing services. Clients included [ZD Net](#), [IDG](#), and [The New Yorker](#).

Programs Manager, [Ziff-Davis Publishing](#), Cambridge, MA

1995 - 1996

**[Ziff-Davis Interactive Marketing Department](#) and
Logical Operations Software Products Business Unit** (now [Element K](#))

Led key marketing initiatives to generate [ZD Net](#) site traffic, and to acquire and retain customers for online partners [CompuServe](#), [Prodigy](#), [MSN](#), [AT&T Interchange](#) and [AOL](#).

Radio Broadcast Experience - Volunteer

On-Air Host, [KUVU](#) Jazz89, Denver, CO

2003 - Present

Disc Jockey, [WMFO](#) Tufts University Community Radio, Medford, MA
Local Music Director 2001 - 2003
Webmaster - 2003

1987 - 2003

EDUCATION

[Harvard University](#), Cambridge, MA

- [Certificate of Special Studies in Administration and Management](#)

Graduate-level business program with courses in Policy, Planning and Operations; Human Resources Development; Finance and Control; Computer Science; Communications.

[University of Colorado](#), Boulder, CO

- Bachelor of Arts in [Environmental, Population, and Organismic Biology](#)
Awarded Merit Scholarship and Colorado Student Grant.

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PROFESSIONAL CERTIFICATIONS

[Qualified Google Advertising Professional](#)

2005

Brainbench

Job Role Certifications

Product Manager	2004
Project Manager	2004
Market Research Analyst	2004
Web Designer (Certified Internet Professional)	2004
Manager / Supervisor	2004
Sales Professional	2004
Knowledge Worker	2004

Master's Certification

Web Design Concepts	2009
Marketing Strategy	2004
Advertising Industry Knowledge	2004
Database Marketing	2004
Business Communication	2004
Telephone Etiquette	2004
Listening Skills	2004
ITAA Information Security Awareness	2004
Legal Issues for HR and Management	2004
Internet Research and Evaluation	2004
Business Math	2004
Computer Fundamentals	2004

Standard Certifications

Internet Industry Knowledge	2004
E-Commerce Concepts	2004
Marketing Concepts	2004
Web Design Concepts	2004
Web Design for Accessibility	2004
HTML 4.0	2004
Dreamweaver 4.0	2004
Project Management	2004
Market Research	2004
Managing People	2004
Change Management	2004
Customer Requirements Analysis	2004
Diversity Awareness	2004
Sexual Harassment Awareness	2004
Interviewing and Hiring Concepts	2004
Negotiation Strategy	2004
Sales Concepts	2004
Outbound Sales Skills	2004
Presentation Skills	2004
Public Relations Industry Knowledge	2004
Business Writing	2004, 2009
MS Word 97	2004
MS Excel 97	2004
MS PowerPoint 97	2004
Adobe Photoshop 5.5	2004

Other Certifications

CIW Professional - Site Designer	2001
Novell Certified Internet Business Strategist	1999
Novell Certified Web Designer	1999