

# DOUGLAS T. DINSMOOR

Digital Marketing • eCommerce • Social Media

303 956-5364

[dtd@dinsmoor.com](mailto:dtd@dinsmoor.com) | [@eMarketingBrain](https://www.instagram.com/@eMarketingBrain) | [linkedin.com/in/douglasdinsmoor](https://www.linkedin.com/in/douglasdinsmoor)

## PROFILE

**Award-winning, multi-certified Digital Marketing and eCommerce professional** with strategic, tactical, creative and technical mastery to generate qualified Web site traffic, social engagement, and online sales. Web Marketing skill set includes managing Web site design, user experience, Search Engine Marketing / Pay Per Click advertising, Search Engine Optimization, banners, email, and Social Media Marketing. Conversion-driven, with a strong combination of creative and analytical expertise. CU-Boulder and Harvard educated.

## PROFESSIONAL EXPERIENCE

**Social Media / Digital Marketing & Web Strategist, [AAA Colorado](#), Denver** 2012 - Present

- Creates & implements Social Media strategy, tactics, goals, schedules and content.
- Builds & engages [Facebook](#), [Twitter](#) & [LinkedIn](#) communities via [Spredfast](#), [HootSuite](#), others.
- Manages Local Place Optimization / Reputation Management for 11 locations.
- Contributor to three Web site redesigns as member of Digital Marketing Team.
- Collaborate on email ([ExactTarget](#)), Web development, SEO, SEM/PPC.

**eMarketing & eCommerce Consultant, Denver, CO** 2008 - Present

Social Media strategy, Web site design, usability and functionality, communications strategy.

Clients include:

[University of Colorado – Boulder Alumni Association](#) – Social Media Task Force  
[Rocky Mountain Harvard University Club](#) – Webmaster / Trustee / Steering Committee

**eMarketing Manager, Qwest Communications (now [CenturyLink](#)), 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 – from authoring IT requirements through testing and final approval – 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 teams of designers, developers, writers, agencies and other vendors. Compiled, analyzed and distributed relevant metrics using [Omniture 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.

**eMarketing 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, SEO, eCommerce management, including [Google AdWords](#) and Yahoo! Search Marketing PPC advertising.

**Advertising Manager, Webhire, Inc.** (now [IBM 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 (now [Aptean](#)) CRM database.
- Won [Ad-Q Award](#) for Outstanding Advertising.

**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 [Logical Operations](#))

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**, [jazz89 KUVO](#), Denver, CO 2003 - Present

**Disc Jockey**, [WMFO](#) Tufts University Community Radio, Medford, MA 1987 - 2003  
Local Music Director 2001 - 2003  
Webmaster - 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.

## **PROFESSIONAL CERTIFICATIONS**

[Qualified Google Advertising Professional](#)

### **Brainbench**

#### **Job Role Certifications**

[Product Manager](#)

[Project Manager](#)

[Market Research Analyst](#)

[Web Designer](#) (Certified Internet Professional)

[Manager / Supervisor](#)

[Sales Professional](#)

[Knowledge Worker](#)

#### **Master's Certification**

Web Design Concepts

Marketing Strategy

Advertising Industry Knowledge

Database Marketing

Business Communication

Telephone Etiquette

Listening Skills

ITAA Information Security Awareness

Legal Issues for HR and Management

Internet Research and Evaluation

Business Math

Computer Fundamentals

#### **Standard Certifications**

Internet Industry Knowledge

E-Commerce Concepts

Marketing Concepts

Web Design Concepts

Web Design for Accessibility

HTML 4.0

Dreamweaver 4.0

Project Management

Market Research

Managing People

Change Management

Customer Requirements Analysis

Diversity Awareness

Sexual Harassment Awareness

Interviewing and Hiring Concepts

Negotiation Strategy

Sales Concepts

Outbound Sales Skills

Presentation Skills

Public Relations Industry Knowledge

Business Writing

Microsoft Word 97

Microsoft Excel 97

Microsoft PowerPoint 97

Adobe Photoshop 5.5

#### **Other Certifications**

[CIW Professional](#) - Site Designer

Novell Certified Internet Business Strategist

Novell Certified Web Designer

## Digital marketing skills and expertise:

SoLoMo marketing, emarketing, Internet marketing, web marketing, online marketing, web advertising, ecommerce, Internet advertising, e-marketing, Google AdWords, PPC, pay per click, search marketing, search engine optimization, banner advertising, landing page optimization, multivariate testing, online marketing strategy, email, enewsletter, email marketing, SEO, search engine marketing, organic search, SEM, landing page development, banner ad, e-commerce, ebusiness, SMM, social media marketing, Twitter marketing, Facebook marketing, blog, Google Analytics, Omniture SiteCatalyst, WebTrends, Optimost, web site analytics, web site design, web user experience, UX, UI, blogging, web site navigation, database marketing, e-business, digital media marketing, onsite promotion management, keyword optimization, WebTrends, multi-variable testing, Spredfast, ExactTarget