

# Adam Lundeen

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## Profile

- Marketing Technologist with 20 years of progressive responsibility in planning, building and managing digital marketing operations from the ground up for clients ranging from small businesses to Fortune 500 companies
- Deep knowledge of the full scope of the digital marketing and advertising technical ecosystem
- Skilled at cross-functional team and project management, from requirements gathering and strategy planning through launch and post-project analysis

## Skills

### **Content Management Systems:**

WordPress Sitefinity	Kentico Drupal	Adobe Experience Manager Custom Ruby CMS
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### **Digital Project Management:**

Requirements gathering Web site/app architecture	Process optimization QA and UAT testing	Risk analysis UI/UX best practices
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### **Digital Marketing:**

Email marketing campaigns Automation and segmentation	E-Commerce SEO and Social Media	Website Analytics Advertisement ecosystem
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### **Software and Coding:**

MS Office Adobe Creative Suite Windows and OSX HTML/CSS/JS	Kanban/Card Walls UX/UI/UML Flow Charts Dreamweaver Web Hosting & Performance	Eloqua Marketo MailChimp Linux and MySQL
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# Work Experience

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**Denver Center for the Performing Arts, Marketing Technologist** – Denver, CO      10/2015 – present

- As the Marketing Technologist, I oversee the strategy and execution of our digital experience and marketing efforts for the Denver Center for the Performing Arts. Equal parts marketing and information technology, this position is accountable for the optimal technical performance of all DCPA-controlled digital channels (including but not limited to website, e-commerce, email marketing automation, social media and advertising), best practices for outbound and inbound marketing, marketing technology infrastructure, organizational analytics, and the data, processes and people who make it all happen.

**Vail Resorts, Business Analyst - Interactive Applications** – Broomfield, CO      04/2015 – 10/2015

- Play a key role in the success of the online marketing and eCommerce platforms for Vail Resorts
- Build and own well defined requirements for all Vail Resorts eCommerce projects, including all applicable user stories, process flow diagrams and wireframes, organized within the team's ticket tracking tool (JIRA)
- Leverage Agile project delivery methodology to define and deliver the scope of the project. Use methodology to ensure business needs are met and development teams have the necessary details to build the requested feature(s)
- Assist in the QA Life Cycle by developing and updating test scripts, test script execution, coordinating UAT resources, and documenting test results on resort websites
- Work closely with the product delivery, sales, development, corporate marketing and mountain marketing teams in implementing the product vision

**Faction Media, Senior Digital Producer** – Denver, CO      05/2012 – 03/2015

- Technical project manager from conception to close-out for the creation and maintenance of custom Web applications and digital marketing campaigns
- Redefined the digital producer role, incorporating deep technical expertise with skilled client relationship management and a commitment to delivering 100% of projects on time and on budget
- Lead cross-functional teams of 6-10 account, project management, creative, content, and engineering professionals, including continual training on web best practices and feature development
- Boosted client retention by streamlining processes to resolve multiple major, long-standing workflow bottlenecks
- Last line of defense for QA and technical troubleshooting before website launches
- Create, test and deliver HTML email newsletters and digital media via 3rd party delivery systems
- Update client CMS and CRM systems, and support digital production-related requests
- **Project highlights:**

- **Led the entire development process from discovery to deployment for two yearlong website projects: denvercenter.org and pingidentity.com**

2004 – 2012

**Neurotone Inc., Technical Operations Director – Redwood City, CA**

- Managed the full scope of Neurotone's online activity, including Web apps, CMS, databases, contact lists and e-commerce
- Technical account and project management for up to 500 clients
- Planned, created and executed marketing HTML emails, ad campaigns, and affiliate programs, including managing B2B and B2C lists of up to 15,000
- Oversaw a variety of e-commerce store operations, promotions and sales
- Resolved technical issues for over 15,000 end users in person and via phone and email, improving customer retention and repeat business
- Created, edited, encoded and maintained audio and video content

**Back Office Music LLC, Co-Founder, Operations Director – Redwood City, CA**

2003 – 2009

- Leading a team of 6-10, launched and managed custom branded, digital audio download stores for Grammy award-winning rock bands including Primus, They Might Be Giants, Hot Tuna, Buckethead and more
- Managed long-term, high-level relationships with artists, and worked directly with artist management, Web programmers, designers and accountants
- Led management of all digital media content flow: acquisition, ingestion, editing, encoding, QA, publishing
- Resolved all technical issues for over 50,000 digital download customers

**Liquid Audio Inc., Featured Content & Encoding Manager – Redwood City, CA**

1998 – 2003

- Co-launched and developed the company from a 12-person start-up to a team of 200+, a market capitalization of \$500+ million, and a successful IPO
- Managed all digital media content flow: acquisition, ingestion, editing, encoding, QA, publishing
- Collaborated with design and engineering teams to leverage content management tools to facilitate promotional content to retail affiliates
- Developed new business through an original digital music distribution program for independent artists, and a new digital download service of live-recorded performances
- Managed durable relationships with top online retailers and major record labels, including Amazon.com, Barnes and Noble, Clear Channel, Universal Music, EMI, Roadrunner Records, Warner Music, Sony Music, Radio and Records and more
- Planned, executed and staffed international trade show exhibits and demonstrations
- Oversaw daily encoding production projects, data mining, management and reporting

## Education and Training

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**Eloqua Level 1 Certification**

July 2013

**Cañada College, *Information Technology Certificate***

May 2000