

Marketing Technology Manager

Digital Marketing | Campaign Strategy | Marketing Automation

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Marketing Technology Manager with over 15 years of experience designing and delivering impactful B2B and B2C marketing strategies for start-ups and Fortune 500 organizations within the technology, performing arts, and media & entertainment industries. Data-driven and tech-savvy marketing leader sought after for an ability to bridge the gap between technology and marketing teams to continuously drive digital marketing innovations. Well-versed in the latest digital marketing technologies and trends, including eCommerce, CMS, CRM, social media, lead generation, marketing automation, and analytics platforms. Strong communication skills, paired with high emotional intelligence, lends to an ability to lead digital projects across geographic, functional, and seniority boundaries.

Areas of Expertise:

Digital Marketing | Omni-Channel Marketing | Campaign Strategy

Marketing Automation | Web Analytics | SEO / SEM | eCommerce | Website Management

PROFESSIONAL EXPERIENCE

DENVER CENTER FOR THE PERFORMING ARTS, Denver, CO

2016 to Present

Marketing Technologist

The Denver Center for the Performing Arts (DCPA) is one of the nation's largest non-profit theater organizations made famous for hosting Broadway tours, Tony Award-winning theater performances, cabaret shows, acting classes, and other special event services. As a **Marketing Technologist**, provides vision and leadership for the organization's digital customer experience and technical marketing operations. Plans, executes, and optimizes the performance of all digital marketing channels, including CMS, CRM, eCommerce, email marketing automation, social media marketing, web management, SEO, and digital advertising. Develops high-level omni-channel marketing roadmaps focused on customer acquisition, conversion, and retention. Owns and strategically allocates the marketing technology budget to optimize return on investment (ROI) and return on ad spend (ROAS). Mobilizes teams of cross-functional resources to support short- and long-term marketing and digital transformation objectives.

Notable Achievements:

- Developed and implemented digital marketing initiatives that led to a 2% eCommerce conversion rate increase
- Analyzed and renegotiated web hosting contracts leading to a 75% decrease in hosting operating costs
- Drove web optimization strategies that decreased page load speeds by 3.5 seconds

DENVER CENTER FOR THE PERFORMING ARTS, Denver, CO

2015 to 2016

Website Manager

As a **Website Manager**, developed, optimized, and maintained DCPA's eCommerce website and mobile application to create a best-in-class customer experience. Envisioned and implemented strategic growth opportunities to increase eCommerce revenue generation across all lines of business. Innovated new, forward-thinking web products and functionalities, including RSVP, registration, application, and survey functions. Sourced and managed relationships with third-party vendors for website hosting and CMS. Managed and optimized inbound linking campaigns to increase referral traffic and leads.

Notable Achievements:

- Supported a resilient, user-friendly eCommerce website and mobile application that generated millions of dollars in revenue each year
- Optimized web performance through the implementation of Google Analytics and robust reporting dashboards

FACTION MEDIA, Denver, CO

2012 to 2015

Senior Digital Producer

Faction Media is a B2B demand creation agency combining award-winning digital and creative capabilities with deep demand generation knowledge. As a **Senior Digital Producer**, provided strategy and technical leadership for the creation and maintenance of custom web applications and digital media campaigns. Served as a trusted business advisor responsible for providing insights on new data and digital trends. Partnered with account and media teams to develop digital media strategies spanning email programs, online display media, pay-per-click, contextual advertising, and placement targeted programs. Ensured high levels of quality were maintained across all digital mediums.

Notable Achievements:

- Successfully led the end-to-end development process for two 12-month website development projects
- Managed the development of Denvercenter.org which won the Sitefinity *Site of the Year* award in 2014

NEUROTONE, Redwood City, CA

2004 to 2012

Marketing Operations Manager

Neurotone is the provider of auditory training and rehabilitation technologies for people who are hard of hearing. As the **Marketing Operations Manager**, provided leadership and mentorship for all digital marketing activities, including web applications, CMS, and eCommerce. Planned and executed comprehensive B2B and B2C digital marketing campaigns spanning email, digital advertising, and affiliate programs. Designed short- and long-term marketing, branding, and engagement strategies to promote sales growth, profitability, customer penetration, and market share. Implemented analytics and reporting frameworks to measure and optimize the impact of marketing campaigns using descriptive, predictive, and prescriptive analytics.

Notable Achievements:

- Oversaw the company's marketing operations supporting over 500 clients and 1,500 end-users
- Developed marketing strategies that grew the company from zero to over 5k B2B and 250k B2B customers

SUPPLEMENTARY EXPERIENCE

BACK OFFICE MUSIC, Redwood City, CA

Founder & Marketing Manager

Back Office Music provides live concert downloads for popular bands. As the **Founder & Marketing Manager**, played a major role in defining a new market for bands to sell their own authorized recordings to help combat bootleg downloads. Led a team of 10 cross-functional resources responsible for launching and managing custom branded digital audio download eCommerce stores. Managed the digital media content flow, from acquisition and ingestion, to editing, encoding, and publishing. Grew the company from zero to over 100k digital download customers.

OGILVY, Denver, CO

Technical Project Manager

Ogilvy is an award-winning integrated creative network that helps brands stand out in a complex, noisy, and hyper-connected world. As a **Technical Project Manager**, managed digital projects from end-to-end, from requirement gathering and engineering, through implementation and maintenance. Served as a technical and functional subject matter expert responsible for advising on technology and strategy best practices. Managed a remote team to execute a large-scale digital project for American Express.

LIQUID AUDIO, Redwood City, CA

Featured Content & Encoding Manager

Liquid Audio pioneered copy-restricted digital media distribution. As the **Featured Content & Encoding Manager**, played a critical role in launching, developing, and growing the company from a 12-person start-up into a team of 200 with a market capitalization of \$500M. Collaborated with design and engineering teams to leverage content management tools to develop promotional content for retail affiliates.

RELEVANT TRAINING & CERTIFICATIONS

GOOGLE –Google Ads Search Certification & Advanced Google Analytics Certification

HUBSPOT – Email Marketing Certification

ORACLE – Eloqua Level 1 Certification

CAÑADA COLLEGE – Information Technology Certificate