

JOHN DATERS

1266 Edwards Ave., Lakewood, OH 44107 | findme@johndaters.com | 303-883-9021
www.johndaters.com | linkedin.com/in/johndaters

Leader in Digital Marketing best practices based on industry-specific needs, data-driven insights and audience expectations across a diverse client portfolio. Expert at capitalizing on networks, liaisons and business connections, while negotiating/managing joint ventures and strategic partnerships with both multi-million dollar and non-profit companies. Accomplished at managing and growing large, profitable contracts and partnering with all core business operations to increase the company's digital footprint, expand global market share and generate sustainable revenue.

- Strategic Business, Market & Sales Planning
 - ROI, Value Proposition & Profit Optimization
 - Creative Branding & Vertical Marketing
 - Emerging Consumer Trends & Product Prioritization
 - Market Evaluation, Penetration & Expansion
 - Data Tracking Setup & Data Mining To Identify Actionable Insights
 - Competitive Analysis, Positioning & Pricing
 - Content Gap Analysis and Persona Development
 - Major Account Development & Management
 - Performance Enhancement & Succession Planning
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Education: B.A., Lewis & Clark College. Double Major: Communications, Psychology

Technical Expertise: SEO/SEM, Photoshop, Microsoft Office, Various CMS, AP Style, HTML, HTML5, CSS, CSS3, JavaScript, Omniture, Google Tag Manager, Google Analytics, Uchin, Online POS, Buffer, All Major Social Media Platforms, CRM, BrightEdge, Ahrefs, Open Graph, Twitter Cards, Schema

Certifications: Google Analytics Certified, Google AdWords Certified, Google Tag Manager, HubSpot Inbound Marketing Certified, BrightEdge Certified, Crucial Conversations

Awards: International Davey Awards [2013: Silver - Government Website], MarCom Award [2013: Gold - Government Website], Savvy Award [2013: Digital Interactive - Overall Website], W3 Award [2013: Silver - Best in Class - Government Website], WebAward [2013: Standard of Excellence - Government Website], National Apex Competition [2013: Award of Excellence - Most Improved Website]

PROFESSIONAL EXPERIENCE

Director, SEO: Fathom, Valley View, OH
September 2014-Present

Summary: Provide company-wide solution support. Primary responsibilities include directly supporting SEO people resources, ensuring adherence to Fathom SEO best practices, building governing section philosophy and growing revenue through add-on opportunities. Aligning both a client team maintaining at least 75% billable in day-to-day client work, and providing company-wide thought leadership, standardization and support.

- Lead a Direct Support Group (DSG) comprised of the more senior specialist within the solution across the organization
- Manage a robust team of SEO managers, strategists and specialists located both in-office and throughout external locations
- Own employee growth book; including skill development and career growth management
- Act as point of escalation for issues related to SEO and data capture.
- Build and provide top-level and consistent training practices
- Continue world class execution of deliverables for clients
- Drive thought leadership
- Create strategy for clients, understanding both solution goals and client business goals
- Act as a liaison to segment team clients as the subject matter expert for the solution
- Connect data analysis to business goals to innovate leading-edge solutions for the client

**Web Services Coordinator: Cleveland Metroparks
July 2011-September 2014**

Summary: Managed all aspects of Cleveland Metroparks website presence and information technology staff. Tasked with budget management of web-based projects, as well as staff involvement. Created a cohesive website strategy as it relates to the Cleveland Metroparks digital footprint.

- Spearheaded creation of Cleveland Metroparks and Cleveland Metroparks Zoo website, from design to content migration, functionality to training and peer-review to launch.
- Managed \$100,000 Cleveland Metroparks website redesign budget. In-kind trade and in-house efficiencies led to \$40,000 in savings to the Park District.
- Integrated social media capabilities into entire website and monitored success.
- Edited web pages as needed using DreamWeaver, HTML, JavaScript and CSS.
- Integrated SEO best practices and created web production style guide.
- Set up, managed and monitored Google Analytics to track real-time effectiveness of Park District websites.
- Integrated online calendaring, form builder, payment portal and interactive games.
- Crafted RFP and selected web production company to assist with initial Cleveland Metroparks web development.
- Migrated content of entire websites into new content management system.
- Hired and supervised Web Developer and Interpretive Technology Technician.
- Trained key Park District staff on use of new Content Management System.
- Created QR-accessed mobile websites for various park district entities.
- Created and designed interactive African Elephant Crossing mobile website and Outdoor Education mobile website, among others.
- Troubleshoot obstacles as needed and identified areas for improvement, both in staff and technological needs.
- Found innovations and efficiencies to better serve patrons and internal staff, including leveraging in-house software developments – leading to the creation of digital naturalist guides, a grants database, and demographic tracking software.

**Web Communications Specialist: MetroHealth.org, The MetroHealth System
August 2010-July 2011**

Summary: Managed online content for the third-largest hospital system in Northeast Ohio. Worked directly with various hospital departments to improve their online presence. Tasks included content editing/creation, Web page building, hierarchy structuring, graphic manipulation, project management and analytic tracking.

- Completed site-wide content audit to identify areas of improvement.
- Effectively worked with medical department contacts to identify needs, goals and obstacles in improving their online presence and a user's online experience.
- Built custom Web pages for various needs, using HTML and WYSIWYG software. Projects included medical departments and expansive symposium sites.
- Instituted site-wide analytic tracking.
- Dynamically presented Web findings, processes and achievements to diverse audiences.
- Created easy-to-use, interlinked and interactive Web-based information for a variety of medical conferences, events, symposiums and programs.
- Engaged in effective site-specific organic SEO practices, including keyword/phrase writing and metadata creation.

Website Content Manager: Weaver Multimedia Group/MMG Worldwide; Colorado Tourism Office
January 2005-June 2010

Summary: Sole Content Manager for Colorado.com, one of the most-visited state-run tourism sites in North America.

Total Annual Visitation (2009): 6.4 million. Total Annual Pageviews (2009): 22 million. Individual Pages Indexed by Google: 30,800.

- Proposed, researched, wrote, edited more than 500 online articles and eNewsletters.
- Administered existing text and photo content throughout website's 30,800 pages.
- Managed the success of contributing writers, designers, programmers and administrative assistants.
- Edited, added and maintained more than 7,000 business listings and 3,000 events.
- Built professional relationships and became point of contact for major statewide organizations and private businesses, including the Colorado Restaurant Association, Colorado Ski Country, Colorado River Outfitters Association, Colorado Wine Board and others.
- Answered tourist-related queries sent via Colorado.com's online submission form.
- Implemented extensive knowledge of organic SEO practices to increase site visits.
- Crafted an annual editorial calendar, which directed all content for Colorado.com.

ADDITIONAL ACHIEVEMENTS

Author: *Backroads & Byways of Colorado*, Published by Countryman Press, 2008 & 2013.

Author: *Colorado Trivia*, Published by Blue Bike Books, 2008

Author: *Rocky Mountain National Park Trivia*, Published by Riverbend Publishing, 2012.