

DANIEL ELDER

CV

Sydney, NSW, Australia

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PERSONAL STATEMENT

I am Daniel Elder – a marketing technologist – specialising in integrated strategy and creative execution across a constantly evolving marketplace. I love innovation, new technologies, creating efficiencies and I have practical hands-on experience in design and development. I am an adaptable professional, a team player, enjoy problem solving and solution driven. I am individual who works towards results that fit the business needs.

EXPERIENCE

- Sep 2014 – **Director of Marketing, Australia & New Zealand – dmg::events**
Present “Marketing, marketing to marketers” – ad:tech is the world's largest and #1 digital marketing conference and exhibition, and the iMedia Summits are high level networking events, servicing the digital marketing and online retail landscape. Recently completed an overhaul of all digital assets including integrating and standardising all sales and marketing processes, systems and CRM. I launched and sold out ad:tech NZ in November 2014 and iMedia Brand Summit NZ in June 2015. Introduced a major rebrand for iMedia events in 2015, including our iMedia ANZ app and meeting manager. Currently working with the London, Japan, India and US teams to model internal processes, external UI/UX and to share efficiencies to create a more efficient internal workflow and global customer journey.
- June 2013 – **Marketing Manager – dmg::events**
Sep 2014 Reinvigorated the ad:tech Australia brand in 2014-2015 with double-digit YoY growth. Completely redesigned the customer journey for iMedia Summits, increasing internal efficiencies across Sales, Marketing and Content departments, halving processing time, increasing completion rates and registration satisfaction scores.
- Jan 2012 – **Digital Marketing Manager – Conexus Financial Pty Ltd.**
June 2013 Marketing strategy and execution for three Australian print, online and event publications: Investment Magazine, Professional Planner, and Top1000Funds.com. Key responsibilities included web development, app design, video production, social media, email marketing, display advertising, sales support and graphic design across all media. Centralised publications and events to increase cross-promotion, resulting in doubling website traffic and partnership leads over the first year.
- Jan 2011 – **Digital Marketing Assistant – Randstad Pty Ltd.**
Jan 2012 Creating and implementing digital marketing strategy across Australia and New Zealand. Key responsibilities included web development, mobile apps, video production, social media co-ordination, promotional email management, banner advertising and analytics. Campaigns included Randstad’s sponsorship of AT&T Williams Formula 1 team.

References are available on request. For examples of my work please visit my website: www.delder.com

SKILLS & PLATFORMS (years)

- **ANALYTICS:** Tagged tracking on all campaigns and goal conversions for ROI to allow iterative media strategy & buying. Leveraging Salesforce reporting and feeding back insights to enhance communications effectiveness. Google Analytics (4), Salesforce (3), Excel (15), etouches (3).
- **DESIGN & UX:** Agile on-brand design to quickly turnaround campaigns in real-time and maximise impact. UX focused in all design and processes. Dw (15), Fw (15), Ps (6), Id (4), Ai (6), Fl (10).
- **EMAIL:** Innovative techniques to create unique UX across a cluttered channel. ExactTarget (3)
- **MOBILE:** Instigating mobile-first ideology through the entire digital journey.
- **APPS:** Research, briefing and management of custom event apps, incorporating beacons, API with CRM and CMS, creating gamification experiences and facilitating delegate interaction.
- **SOCIAL:** Amplifying pre-event word-of-mouth and during-event advocacy across Twitter and Facebook. Hootsuite (3), Stackla (1), Facebook Ads (1), Twitter Ads (1).
- **DISPLAY & SEM:** Iterative monitoring and enhancement to maximise CTR. AdWords (3), Sparc (1).
- **VIDEO:** Direct management of all pre-event, during event and post-event video production with external partners. Very experienced camera operator and video editor in my own time, contracting out for weddings and events. Final Cut Pro (13), Premiere Pro (5).
- **CODING:** Advanced, self-taught, and always learning. HTML (16), PHP (4), Wordpress (4), CSS (8).
- **PARTNERSHIPS:** Identifying and managing mutually beneficial partnerships across platforms, technology providers, and agencies.

QUALIFICATIONS

University of Otago, New Zealand

Master of Commerce with Distinction in Marketing Management.

Thesis topic: Varying the Image Quality of Commercials. *Graduated Dec 2011.*

University of Otago, New Zealand

Bachelor of Commerce with First Class Honours in Economics and Marketing Management (Combined).

Thesis topic: Modern Consumer Decision-making in a Networked World.

Graduated May 2009.

AWARDS & ACHIEVEMENTS

- **MARATHONS:** Completed my first marathon in 2013 & currently training for Sydney 2015.
- **OXFAM 100KM:** Raised \$5k for charity and completed the 100km Oxfam Trailwalker in 22hours.
- **DISTINCTION:** Highest grade for completion of Masters thesis in 2010.
- **CULTURAL AWARD:** Contribution to the arts; Otago University Gold Recipient in 2009.
- **SCHOLARSHIP:** Otago University Postgraduate Award in 2009 for Masters.
- **FILM AWARD:** First-place at the Dunedin Student Film Festival in 2006, 2008.
- **TOP-OF-CLASS:** Marketing Honours (dissertation mark of 95%) in 2008.

HOBBIES & INTERESTS

I enjoy making films with friends, photography, following technology trends, building things, long-distance running, rugby, and hang-gliding on the coast. I've skydived, bungee-jumped and look forward to flying in any shape or form. I've travelled to 17 countries throughout the world, with 182 to go. I will travel anywhere and try anything once and this helps keep life interesting and unpredictable!

My philosophy: Work hard, play hard, and have fun while doing it. If you can offer me this environment, then I look forward to working with you ☺.

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