

DANIEL ELDER

CV

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PERSONAL STATEMENT

I'm a digital marketing leader with 12+ years global experience. I'm creative and innovative, while also analytical and data-driven. I specialise in transforming processes through platform optimisation, with both technical and management experience. I am an adaptable professional, a team player, enjoy problem solving and solution driven. I am an individual who works towards results that fit the business needs.

EXPERIENCE

- 2019 – Present **Direct Marketing Manager, Australia – Event Hospitality & Entertainment Ltd.**
Leading a team dedicated to creating exceptional experiences for our loyal Cinebuzz Members across Event, Birch Carroll & Coyle, Greater Union, GU Film House and Moonlight Cinemas. Cinebuzz is Australia and New Zealand's largest Cinema Loyalty program, with highly targeted and personalised Email, SMS and Push Notifications. Event Hospitality & Entertainment Ltd is the largest movie exhibitor in Australia and New Zealand, with over 140 cinema complexes operating worldwide.
- 2018 – 2019 **Travelling Europe – Completed a lifelong dream with my partner Brigid, driving a VW campervan through 15 countries. Follow our journey at koasting.com**
- 2016 – 2018 **Global Chief Digital Officer, France – Comexposium Ltd.**
Comexposium is the third largest event organiser in the world. Based in the global headquarters in Paris, heading up front-end UI/UX and back-end tech-stack optimisation for seven teams running over 30 digital marketing events throughout the USA, UK, France, Spain, India, Japan, China, Australia and New Zealand.
- 2014 – 2016 **Director of Marketing, Asia Pacific – Comexposium Ltd.**
Overhauled all digital, sales and marketing processes, systems and CRM. Launched sold out ad:tech and iMedia events in NZ. Introduced rebrand and app for iMedia Summits.
- 2013 – 2014 **Marketing Manager, Australia – Comexposium Ltd. (formally dmg::events)**
Reimagining the customer journey for marketing events, increasing internal efficiencies across sales, marketing and content teams, registration completion and event satisfaction.
- 2012 – 2013 **Digital Marketing Manager, Australia – Conexus Financial Pty Ltd.**
- 2011 – 2012 **Digital Marketing Assistant, Australia & New Zealand – Randstad Pty Ltd.**

TECHNICAL SKILLS & PLATFORMS (YEARS)

- CRM: Implementing clear efficiency gains across existing and new systems, including setting up API's and processes to create a single source of truth CRM. *Salesforce (5)*.
- ANALYTICS: Tagged tracking on all campaigns and goal conversions for ROI to allow iterative media strategy and buying. Leveraging Salesforce CRM reporting and feeding back insights to enhance communications effectiveness. *Google Analytics (7), Salesforce (5), Explori (5), Excel (18)*.
- DESIGN: Agile on-brand design and creative direction to quickly turnaround campaigns in real-time and maximise impact. CX focused across all design and processes. *Dw (20), Ai (7), Id (7), Ps (7)*.
- WEBSITE & CMS: Direction of event website UX, agency web development, custom design themes and CMS structure used across teams. *Wordpress (8), Umbraco (4), Drupal (4)*.
- CODING: Advanced, self-taught, and always learning. *HTML (18), PHP (6), CSS (10)*.
- EMAIL: Innovative techniques to create unique UX across a cluttered channel. *Marketo (2), ExactTarget / SMC (3), Adestra (2), Campaign Monitor (2), Mailchimp (6), Movio (1)*.
- MOBILE & APPS: Instigating mobile-first ideology throughout the entire digital journey. Research, briefing and management of custom event apps, incorporating beacons, API's with CRM and CMS, creating gamification experiences and facilitating delegate interaction. *iOS (7), Android (7)*.
- DISPLAY & SEM: In-house and agency direction. Iterative monitoring and enhancement to maximise ROI. *GDN (4), Sparc Retargeting (4), Facebook Ads (4), LinkedIn Ads (2), Adwords (3)*.
- VIDEO: Direct management of all pre-event, onsite and post-event video production with external partners. Experienced camera operator and video editor. *Final Cut Pro (17), Premiere Pro (7)*.
- PARTNERSHIPS: Identifying and managing mutually beneficial partnerships across platforms, technology providers, and agencies to deliver better event experiences.

QUALIFICATIONS

University of Otago, New Zealand

Master of Commerce with Distinction in Marketing Management. Thesis topic: Varying the Image Quality of Commercials. *Graduated in December 2011.*

University of Otago, New Zealand

Bachelor of Commerce with First Class Honours in Economics & Marketing Management (Combined). Thesis topic: Modern Consumer Decision-making in a Networked World. *Graduated Top of Class with A+ (95%) Dissertation in May 2009 and received Postgraduate Scholarship.*

HOBBIES & INTERESTS

I've skydived, bungee-jumped, solo hang-glided, run three marathons, and completed the Oxfam 100km. I thrive on experiences, creativity and building things – from pulling apart code, graphic design and making films with friends, to pulling apart cars and completely re-building my 1967 Ford Anglia. I'm obsessed with exploring our planet, and have travelled to 40+ countries, with many 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 :)