

Innovative, strategic Manager with extensive experience driving process improvements, marketing automation, brand positioning and awareness, and growth strategies for large-scale marketing companies. Technical leader with expertise in strategic marketing management, complex technology development, and online growth strategies for corporations. Experienced in Marketing Automation (Marketo Certified Professional, Hubspot, Salesfusion) as well as Digital Marketing. Multi-disciplinary team leader with a history of directing, mentoring, and guiding team members to achieve deadlines and goals. SCRUM Practitioner with a talent for communicating technical concepts to non-technical audiences as well as serving as a liaison to industry decision makers. Skilled in SEM, Blogging, Internet Advertising, Reputation Management, Keyword Research, Application SEO, marketing automation, and SEO-Friendly Site Architecture. *Areas of Expertise include:*

- | | | |
|-------------------------------|-------------------------------|-----------------------|
| ✓ SEO Strategies & Principles | ✓ Digital Product Lifecycle | ✓ Web Analytics |
| ✓ Brand Positioning | ✓ Stakeholder Communications | ✓ Content Development |
| ✓ Marketing Management | ✓ Staff Training & Leadership | ✓ Impressions Revenue |
| ✓ Digital Communications | ✓ Social Media Management | ✓ Growth Strategies |

EXPERIENCE & NOTABLE CONTRIBUTIONS

PANDUIT • Chicago, IL • January 2015 to Present

GLOBAL DIGITAL MARKETING

Lead IT and Marketing teams in the development, implementation, and maintenance of Panduit.com on Web Center Sites, WordPress, Joomla and custom WCM. Serve as Product Manager in the complete overhaul of product data in collaboration with the product management team. Implemented Marketo in a 3 month time frame using best in class processes, templates. Rejuvenated sales pipeline by removing bottlenecks, improving marketing generated pipeline by 300%.

KEY ACCOMPLISHMENTS:

- Increased distributor product data confidence from 30% to 80% thanks to expert project management.
- Rebuilt lead process and lead management to create an estimated 2016 pipeline that is 3x 2015 pipeline.
- Spearheaded migration from Salesfusion to Marketo as well as managed implementation and training.
- Launched a brand refresh initiative that included developing impactful online brand guidelines.
- Centralized and consolidated international team of digital practitioners into one unified team.
- Conducted analysis of acquisitions and migration assets.
- Delivered UI/UX Pattern Library to business
- Boosted user satisfaction from 2/5 to 4/5 by guiding Usability Testing for Configure-Price-Quote tool.
- Improved distributor portal usage by 50 percent MOM thanks to strict management of eCommerce Portal.
- Developed and implemented new, enhanced portal functionality requirements.
- Created customer journey maps which lead to many significant findings and solutions within enterprise wide applications

FIRST IMPRESSION INTERACTIVE • Chicago, IL • 2012 to 2014

VICE PRESIDENT OF PRODUCT DEVELOPMENT

Accountable for 18-month product development and management lifecycle requirements. Directed a team of 15 engineers, five designers, two QA experts, five writers, two social media experts, and two SEO analysts. Lead in the creation of key digital assets as well as the creation of complex backend automation tools to improve company ROI.

KEY ACCOMPLISHMENTS:

- Developed business documentation for complex backend lead management and CRM system.
- Created business documentation, including style guide, SEO, and usability considerations, for new front end CMS.
- Implemented an increase in engineering staff open time to 50 percent.
- Launched multiple new verticals that resulted in 1mm annual high growth sectors.
- Steered corporate team through the transition to a mobile-first design approach.

Continued...

PAUL DRAGO – PAGE 2

FIRST IMPRESSION INTERACTIVE • Chicago, IL • 2011 to 2012

VICE PRESIDENT OF SEARCH & ANALYTICS

Managed Facebook ads, Google, Yahoo, and all other third party ad networks, and served as a major contributor to website acquisitions. Managed key business development initiatives to help drive business from 500k to 15mm in 3 years.

KEY ACCOMPLISHMENTS:

- Increased network of websites from 50k monthly signups to 1mm monthly signups.
- Achieved a continued success rate, increasing organic search revenue from 50 to 150 percent year-on-year.
- Ranked sites in Google Top 5 SERPs for the most competitive market industries (Online Education, Insurance, Legal) on primary keywords to drive significant new business.
- Developed lead marketing and lead nurturing plan which resulted in millions of monthly emails being delivered to our subscribers which extremely high open rates and click through rates.

ALLOY MEDIA & MARKETING • Chicago, IL • 2010

TRAFFIC MANAGER

Directed incoming traffic from internal and third party sources with a focus on identifying specific client requirements and developing solutions to achieve organizational goals.

KEY ACCOMPLISHMENTS:

- Increased market share and brand awareness across the Online Education Market by strategically redesigning websites and identifying new brands.
- Delivered targeted promotional presentations at LeadsCon and Affiliate Summit West conferences.

MASTERCARD WORLDWIDE • St. Louis, MO • 2007 to 2010

WEB INTELLIGENCE TECH LEAD

Managed all aspects of SEO and Web Analytics for 40 internal business owners.

KEY ACCOMPLISHMENTS:

- Recruited highly talented cross-functional specialist to lead a newly established Web Intelligence team.
- Pursued and secured search possibilities in partnership with members to enhance results.
- Achieved an average of 50 percent year-on-year growth in organic search engine traffic.

MONSTER COMMERCE • St. Louis, MO • 2006 to 2007

NETWORK SOLUTIONS & SEO SPECIALIST

Charged with developing, testing, and integrating internal network solutions for SEO analysis and results.

KEY ACCOMPLISHMENTS:

- Explored and communicated essential ethical site changes and on-page SEO tasks with clients.
- Identified and recommended relevant emerging technologies to senior management teams.
- Developed and delivered training in Geotargeting keywords to members of the PPC and SEO teams.
- Generated advertising integration and site architecture as well as compliance testing for search engine guidelines.
- Introduced a web standards and usability team for the network solutions department.

EDUCATION & TRAINING

DePaul University – Human Computer Interaction
CHICAGO, IL

Marketo Certified Expert – January 2016
Marketo Revenue Cycle Analyst – March 2016