

IAN A. HARRINGTON

DIGITAL MARKETING | LEAD GENERATION | BRANDING

GET IN TOUCH:



Mobile
+1 (925) 222-1952



Email
ian@lanAHarrington.com



Website
www.lanAHarrington.com

EXPERIENCE

Director of Marketing - HowToOrganics.com

February 2016 - Present

Highlights

- Increased web traffic over 150x from ~100 to greater than 15,000 visits/month.
- Grew over 30,000 social followers while setting industry best engagement rates.

Responsibilities

- Management of marketing, business development, and product departments.
- Creation of company website, product offering, and pricing/packaging models.
- Oversaw all outbound email, social media, and content marketing campaigns.
- Supervision of marketing budgets, goal tracking, and campaign ROI metrics.

Digital Marketing Specialist - Attune Social Media

April 2015 - February 2016

Highlights

- Established lead nurturing campaigns that amassed nearly 2,000 qualified leads.
- Applied SEO best practices which has resulted in a 60% Keyword SOV.

Responsibilities

- Implementation of all lead generation and lead nurturing campaigns.
- Development of long-term marketing strategies with specific success criteria.
- Creation of all marketing collateral including websites, graphics, and flyers.

Marketing Manager - ClearPath Networks, Inc.

August 2011 – March 2015

Highlights

- Implemented multichannel campaigns resulting in over \$7.6m in revenues generated.

Responsibilities

- Execution of all lead generation campaigns including drip-marketing, SEO, social media, email, partnership, and influencer outreach initiatives.
- Modernization of the entire brand through new messaging, graphics, and web design.
- Collaboration with all departments to maintain a consistent brand image.

Accounts Coordinator - First Star Capital

June 2008 – September 2011

Digital Marketing Director - BoxSpring Records

February 2005 – September 2008

SKILL SETS

Digital Marketing

	good	expert
Social Media Marketing	●●●●●●●●	●●●●●●●●
SEO/SEM	●●●●●●●●	●●●●●●●●
Web Analytics	●●●●●●●●	●●●●●●●●
PPC/Adwords	●●●●●●●●	●●●●●●●●

Lead Generation

Email Marketing	●●●●●●●●	●●●●●●●●
Lead Nurturing	●●●●●●●●	●●●●●●●●
Drip Marketing	●●●●●●●●	●●●●●●●●
Media Relations	●●●●●●●●	●●●●●●●●
Event Engagement	●●●●●●●●	●●●●●●●●

Branding

Messaging	●●●●●●●●	●●●●●●●●
Competitive Analysis	●●●●●●●●	●●●●●●●●
Image Development	●●●●●●●●	●●●●●●●●
Awareness Campaigns	●●●●●●●●	●●●●●●●●

Design

Graphic Design	●●●●●●●●	●●●●●●●●
Web Design	●●●●●●●●	●●●●●●●●
Print Collateral	●●●●●●●●	●●●●●●●●
Video & Animation	●●●●●●●●	●●●●●●●●
Photography	●●●●●●●●	●●●●●●●●

EDUCATION

- **American Marketing Assoc.** 2011
Advanced Certification
Strategic Marketing & Positioning

- **Diablo Valley College** 2008
Public Relations | Mandarin Chinese