






Dan Paquette

DIGITAL STRATEGIST // USER EXPERIENCE

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EXPERIENCE

Web & Digital Strategist February 2016 - Present

Satelytics, Inc.

- Accomplished end-to-end website redesign and launch including gathering and implementing technical specifications, design, development, and search engine optimization resulting in a 200% increase in web leads.
- Lead new content management and frontend development workflows within the framework provided by CraftCMS and pioneered new deployment workflows using Docker and the AWS suite of tools.
- Directed a total company rebrand including implementing a long-standing name change from Blue Water Satellite to Satelytics and contracting with vendors to produce a new logo, brand assets, and photography.
- Managed critical sales assets used in client presentations and oversaw message testing that in-part contributed to a marked increase in the amount of opportunities reaching proposal.
- Operated at many different levels of business including marketing, product design, and sales support.
- Coordinated all web properties including design, IA, UX, development, testing, paid advertising, and analytics.

Chief Experience Officer February 2013 - December 2015

Petrichor, Inc.

- Managed all dimensions of company experience from top to bottom including branding, product design, community outreach, marketing, advertising, media, and collateral. Performed extensive consulting with third party clients in digital strategy, IT, brand, and design.
- Operated at every level of business from marketing, business development, product design, and investor relations to accounts receivable, support, and account/project management.
- Oversaw the design as well as the frontend build and processes for our core product, Cycle, an applications platform as a service that allows developers to deploy, manage, and scale any application using Docker containers.
- Managed a dynamic team of employees to conduct outside sales, deploy automated billing tools, design products, consult with customers, and create sales assets and investor pitches.
- Designed and delivered several products during my tenure including a web analytics and A/B testing suite, a content management system, a project management system, and a server management interface.

Web & Digital Strategist June 2011 - January 2014

Erie Construction

- Managed the deployment of multiple web properties and developed a company-wide schema for print, web, social media, and search marketing largely from scratch.
- Directed vendors to complete projects and build content for deployment on the web including 3D modeling of products, employee photography, blogs and editorials, sweepstakes, landing pages, and full, mobile enabled brochure websites.
- Managed and oversaw the launch of a new CRM allowing a seamless integration of leads into a unified format from web, phone, canvassing, and other outbound/inbound efforts.
- Directed the launch of a process for automating customer surveying and displaying up-to-the-minute customer reviews on our websites and search results using an outside vendor, GuildQuality. This effort also helped reduce lapses in support coverage by catching issues earlier and allowing the company to respond to and rectify complaints.
- Managed and trained employees in performing digital marketing tasks including content creation and a successful adwords campaign with budgets in excess of \$20,000 per month.



COMMUNITY BUILDING

Toledo Web Professionals

Co-Founder

Toledo Web Professionals is one of Toledo's largest continuously meeting technology professional networking groups. I, along with a partner, founded Toledo Web Professionals in October of 2011 and we organize networking events every month. I work with a dynamic team of organizers to bring in out-of-town speakers, organize panels and workshops, and create memorable knowledge transfer events. Toledo Web Professionals has met at many local Toledo businesses/organizations including Hanson, Inc., Root, Inc., Owens Corning, Seed Coworking, University of Toledo Launchpad Incubation, BGSU, Service Spring, and Seed Coworking.

CoderDojo Toledo

Organizer/Mentor

CoderDojo is a global movement of free, volunteer-led, community based programming clubs for young people. The Toledo chapter of CoderDojo meets every Saturday where we work with teens and children teaching them to program and work with technology. Since our founding, we've grown our dojo to over twelve learners and moved downtown to Redsson's offices.



DESIGN & SOFTWARE SKILLS

Management • Digital Strategy • Web Development • Product Design • User Experience • UI Design • Responsive Design • Email Marketing • SEO/SEM • Content Strategy • Usability/Accessibility Testing • Graphic Design • Web Analytics • Social Media Marketing • CRM • Project Management • Photography & Video Editing • Web and IT Infrastructure • AWS • CSS/HTML • Javascript • Frontend Build Tools • Git • Docker • Vagrant • CraftCMS • Wordpress • Shopify • Bootstrap/Foundation • Adobe Suite • OS Ambidextrous