

David Dugan

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EDUCATION

Simon Fraser University

Bachelor of Arts in Economics

Burnaby, BC

August 2018 – June 2021

Santa Barbara City College

Associate of Arts in Film Production

Santa Barbara, CA

August 2015 – May 2018

EXPERIENCE

Business Operations Lead & Head of Automation

April 2023 – September 2023

The Data Storytellers

Vancouver, BC

- Elevated daily cold email outreach from 60 to 200 and initiated a new marketing channel that delivered 12,000 emails in one day.
- Managed several website migrations while maintaining 100% uptime and resolving critical email issues through DNS management.
- Organized and facilitated a masterclass for 50 data analytics executives from Fortune 500 companies, reinforcing The Data Storytellers' reputation as a leader in B2B executive education.
- Deployed AI technologies for innovative solutions in cold outreach and content production, setting a new standard for company-wide productivity and innovation.

Game Master

August 2021 – April 2023

i-Exit Escape Rooms

Vancouver, BC

- Improved player experience and customer service by briefing teams on game rules and handling phone, email, and in-person inquiries, contributing to smooth gameplay and elevated customer satisfaction.
- Coordinated bookings through Bookeo to manage daily scheduling, contributing to efficient and well-organized operations.
- Increased game engagement by monitoring real-time gameplay and offering strategic hints, guiding teams to successful game completion.

Media Intern

April 2017 – January 2018

Random Beauty, Inc.

Santa Barbara, CA

- Edited weekly hour-long webinars discussing homeopathic subjects into dozens of small videos, sorted by subject, to be uploaded to a Vimeo channel and shown to members as educational content.

Delivery Driver

September 2016 – July 2017

SB Menus

Santa Barbara, CA

- Supported customer satisfaction by effectively using the Driver mobile app for real-time order updates, enabling prompt customer communication and on-time food deliveries.

CERTIFICATIONS

PSM 1 | Professional Scrum Master I

August 2023

- Demonstrated an understanding of Scrum as described in the Scrum Guide and how to apply Scrum in teams.
- Validated knowledge of the Scrum framework, the Scrum Master accountabilities and how to apply Scrum.

HubSpot Software | Sales, Marketing, Email Marketing

June 2023

- Demonstrated proficiency in HubSpot Sales Software, including expertise in inbound methodology, lead identification, contact engagement, and sales closing strategies.
- Comprehensive skills in creating inbound marketing strategies, managing buyer personas, contact segmentation, and campaign creation, along with expertise in designing and optimizing high-performing emails, ensuring deliverability, and employing analytics for effective engagement and lead nurturing.

Google Analytics | Universal Analytics, Google Analytics 4

January 2024

- Adept at leveraging advanced tracking, reporting, and analytics tools to derive actionable insights and optimize website performance.

- Exhibited ability to utilize GA4's enhanced capabilities for cross-platform tracking, predictive analysis, and data visualization to inform strategic decision-making and improve user engagement metrics.

Google Data Analytics Specialization

July 2022

- Competent in data analytics tools including spreadsheets, SQL, Tableau, and R, with expertise in preparing, processing, analyzing, and sharing data for strategic decision-making.

SKILLS AND INTERESTS

Skills: Python, HTML/CSS, SQL, R, Tableau, Zapier, LinkedIn Sales Navigator, Google Analytics, Adobe Creative Cloud, HubSpot, Pipedrive, Notion, Google Workspace, Microsoft 365/Office, RocketReach, Slack, Typeform, Ring.io, domain name system (DNS), project management, agile methodologies, automation workflows, A/B testing, data analysis, customer service, video editing, content creation

Interests: AI technologies, soccer, rhythm games, photography, chess