

# Dan Stineback

## Marketing Manager & Analyst Seattle, WA

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## SUMMARY

Talented self-motivated manager with proven leadership skills. Uses proactive marketing strategies to stimulate growth and business revenues. Proven ability to manage multiple projects from research to presentation.

## EXPERIENCE

### Web Content Editor

Tiffany-Colors.com

2015-Present

- Edit photographs and images using Adobe
- Manage site content using SmartFTP

### CONSULTING

Youth Force Boys & Girls Club of King County

2015 Jan-June

- SEO placement for Website.
- Established E-mail marketing.
- Comprehensive content calendar.
- Optimize social channels to create a cohesive direction.

### OPERATION MANAGER

Apollo Spas Tukwila, WA

2006-Present

- Researched demographics trends for effective marketing & advertising promotion programs.
- Approve marketing and advertising schedules and materials for the Service Department
- Track all revenue using cost/profit analysis to measure department growth/loss.
- Manage all inventory levels using monthly, quarterly, & yearly sales analysis.
- Use analysis reports to determine profitable areas in the region to focus marketing.
- Project Manager for on site Sales Events and Promotions.

## SKILLS

### SEO

PPC, Display, Email, Google Analytic, Google Adwords, Content & Social

### WEB DESIGN

Site content management, image editing, SmartFTP

### RESEARCH

Analyze past and present revenue reports for forecasting budgets. Research marketing campaigns for seasonal promotions

### SOFTWARE

Photoshop, Dreamweaver, Illustrator, InDesign, Word, Excel, Power Point, Outlook, HTML/CSS

## EDUCATION

### University of Washington

Certification in Digital Marketing  
2015-2015

### Seattle Central Community College

Web Design  
2011-2013

### Washington State University

BA in Communication - Advertising  
Minor in Marketing  
2000-2004