

Douglas J. Wright

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OBJECTIVE: Online marketing expert seeking agile working environment. Data driven decision maker with pure focus on execution and get it done attitude. Leverage and build on current marketing experience to drive revenue; not afraid to own a number.

EXPERIENCE:

New Relic, San Francisco

Current

CONVERSION OPTIMIZATION MANAGER

- Own analytics, SEO and A/B testing for conversion
- Created and implemented over 100 website tests with a 40% win rate and an increase in sign up conversions by over 30%
- Created a testing plan and learning center to gain insight into every test
- Implemented SEO techniques to ensure steady traffic during transition of launching new website

Get Satisfaction, San Francisco

2011-2012

FREEMIUM MARKETING MANAGER

- A/B tested plans pages to increase signup conversion rate by 12%
- Reduced churn by 5% after evaluating customer feedback and implementing product improvements
- Work with product manager and UX director to enhance product features to meet market requirements
- Create, deploy and analyze email campaigns and other outreach marketing efforts

99Designs.com, San Francisco

2010-2011

MARKETING MANAGER

- Responsible for creating all 99Design videos to increase user engagement metric by 10%
- Developed outreach program with community designers to increase retention and reduce attrition metric by 5%
- Initiated A/B Testing to increase conversion (relevance from PPC) by 15%

W2 Media Inc, Santa Monica

2009-2010

MARKETING MANAGER

- Worked with agency to create landing pages for feature release (30k budget)
- Executed Landing Page Optimization (LPO, GWO) increase in purchases by 10%
- Implemented all Google Analytics/Mixpanel (funnel analysis to reduce drop-off)
- Email campaign optimization (100k recipients) increased CTR by 5%

Peace Arch Entertainment, Marina del Rey

2008-2009

JUNIOR MARKETING MANAGER

- Integrated Google Adwords to ensure proper tagging/reporting
- Managed all Facebook and Google PPC Campaigns, 4K spent/month
- Optimized Adwords campaigns from conversion point by 10%
- Managed SEO, generated and submitted XML site-map. Developed and created meta and title tags. Leveraged SEO MOZ to further optimize alt image tags.

EDUCATION:

Santa Clara University, Santa Clara
BACHELOR OF SCIENCE, BUSINESS

2003

Academy of Art University, San Francisco
MASTER OF FINE ARTS

2008

TECHNICAL SKILLS:

Expert: Marketo, Salesforce, Final Cut Pro, Photoshop, PowerPoint, QuickBooks,
Database Tools, CRM systems. Skilled in HTML, CSS, JavaScript, & Ruby