

# DANIEL HERON

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## EXPERIENCE

### Web Developer, Content Manager and Foreign Language Support

Jun 2012 - Current

Super Heron Support

- Organized content, site architecture, user interface, customer engagement and sales/marketing automation.
- Developed and managed digital content marketing strategy.
- Analyzed campaign metrics with Google Analytics, Adwords, social media, email, and other marketing tech tools.
- Project and vendor management.
- Designed marketing assets including flyers, logos, presentations, and other business stationery.
- International customer service in Spanish and Portuguese, cross-cultural consultation.

### Marketing Technology Manager

Jan 2015 - Nov 2016

Natural Epicurean

- Managed company's tech systems/platforms and integrations for marketing campaigns.
- Developed websites wireframes, information architecture, user experience for various campaigns.
- System Analysis of new company technologies.
- Vendor and project management.
- Quality control on all published code, emails, links and troubleshooting errors.
- Trained team members on content management, analytic reporting, basic front in coding.

### Sales and Operations Manager

May 2013 - Jan 2015

Tech Ranch Austin

- Created marketing plan and managed the sales pipeline, resulting record profits and customer engagement.
- Managed more than 11,000 square feet of coworking/office real estate to early-staged small businesses.
- Organized and carried out more than 200 events per year to increase brand awareness and lead generation.

### Engagement Marketing

Jan 2013 - Jun 2015

Cooking Up Cultures

- Developed product and marketing strategies and coordinated teams to execute initiatives.
- Implemented marketing technologies and managed tech systems.
- Organized and hosted large community events, fundraisers, and benefit dinners.

### Online Learning Content Developer

Jun 2010 - Dec 2012

Center for Open Education Resources and Language Learning

- Designed videos and slides for online Brazilian Portuguese language learning program.
- Translated and proofread podcasts materials with faculty professors.
- Managed Social Media sites including Facebook pages and online student groups, Twitter, Hootsuite.

## EDUCATION

### The University of Texas at Austin

Jan 2009 - May 2012

B.A. Latin American Studies, Spanish & Portuguese GPA 3.4

Minors: Geography, Food Systems, Business Management

Study Abroad: Brazil, Bolivia, Singapore, Vietnam, Thailand, Peru, Mexico, and Chile.

## SKILLS

Human Languages: Spanish, Portuguese, English, Basic Arabic, Basic Italian

Robot Languages: HTML, CSS, Javascript, Git, Basic Java, Basic XML

Platforms: Wordpress, Woo-commerce, Dreamweaver, Photoshop, Illustrator, InDesign, Google Analytics, Google Ads, G Suite (Formally Google Apps for Work), Microsoft Office, Apple iWork, MacOS, iOS, Android