

Dan Natale

North Wales PA, 19454 / 215-260-4793/daniel@dannatale.com

www.DanNatale.com

Creative marketing strategist with proven experience building strategies that generate awareness, leads, and engagement.

Lincoln Financial Group

Sr. Digital Marketing Manager

Radnor, PA

May 2017-Present

Lincoln Financial Group is a Fortune 250 company which operates multiple insurance and investment management businesses. In this role, I serve as the SME for digital marketing within the Employee Benefits line of business. Targeting employers, benefits brokers, and multi-national consultancies. Key aspects include:

- Oversee the email channel, implement best practices and automation strategies
- Create digital focused marketing plans annually
- Responsible for managing paid digital advertising strategy and campaigns
- Design and manage thought leadership, webinars, and other content campaigns
- Develop contact segmentation strategies for key accounts
- Solution digital approaches for communications, product promotions, and events

Entech

Sr. Marketing Manager

Malvern, PA

Oct. 2013-May 2017

In this full stack B2B marketing role, I lead marketing for Entech, a consumer lending fintech experiencing rapid growth. Responsible for growing newly created software product division by driving marketing strategy, oversee brand refresh of all collateral, and execute paid promotion campaigns.

Primary responsibilities included:

- Create and execute B2B digital marketing plans and content marketing strategy.
- Manage paid and owned media activity across social platforms.
- Develop whitepapers, webinars, thought leadership collateral and execute content campaigns.
- Create go to market strategies for individual software products.
- Design UX concepts, product mockups, and provide vision for product UI.
- Provide marketing consultation to external financial services clients as needed.

Drexel University

Digital Marketing Manager

Philadelphia, PA

Jan 2011-Oct. 2013

Managed digital marketing strategy and direct to consumer lead generation for Drexel University Online. In this position I oversaw the search marketing channel and paid digital media with a multi-million-dollar

ad spend across 100 different degree programs. I served as the SME for paid media and ppc channels and supplied metrics and education to executive and academic stakeholders.

- Responsible for multi-million-dollar PPC spend.
- Lead and initiated A/B testing strategies of landing pages and microsites
- Developed media plans and bought media across 7 different verticals
- Manage multiple agency relationships across search, email, display and ad networks
- Manage the execution of acquisition email marketing campaigns

Guru Corporation
Marketing Manager
2011

Langhorne, PA
Nov 2007–Jan

Promoted to this role to help support the digital marketing efforts of one of the web's leading e-commerce providers of crowdsourced design. Managed a team of onsite and offshore marketing coordinators and lead paid media and content campaigns to drive new user acquisition.

- Direct and supervise onsite and offshore marketing team
- Manage paid search (PPC) campaigns
- Complete web traffic analysis using Google Analytics and provide detailed reporting
- Conceive, implement and track email-marketing campaigns to new and existing clients
- Manage and administer affiliate marketing programs and manage affiliate relationships

Volunteering/Freelance Consulting

Borough of North Wales
Social Media Manager/Consultant

North Wales, PA
July 2016–Present

In this role, I manage social media accounts for North Wales Borough and work with local elected officials, county departments, and law enforcement agencies to disseminate information and drive resident engagement.

- Promote local meetings and events via social media updates
- Provide detailed reporting and metrics to town council and Borough manager
- Deliver rapid updates from local and state agencies

EDUCATION AND SKILLS

Pennsylvania State University
B.A. Journalism
B.A. History

State College, PA

- Lincoln Financial Leadership Development Program 2018
- Google AdWords Certified 2016
- Google Search Fundamentals Certified 2016
- HubSpot Inbound Marketing Certified 2015

Marketing Strategy, B2B Demand Generation, Digital Marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO) Paid Search, Media Buying, Social Media, Email Marketing, Eloqua, Salesforce, WordPress,

AdWords, Adobe Photoshop, Adobe Analytics, Digital Analytics, Brand positioning, Go To market strategies, Campaign Management, and Collateral Design.