

John R. Drinane

Upon request 🗊 🖏

www.johndrinane.com

Greater Denver and surrounding cities okay*

Denver CO*

Google Certified

Digital Marketing

Automation

SEO - Advertising

Management

Statistics – Inbound

Overview

John.drinane@gmail.com

- 3 years marketing agency experience, solving for the client.
- 7 years startup experience, creating and executing GTM plans.
- 11 years in marketing management roles.
- 11 years digital marketing strategy and marketing channel management.
- 13 years experience in market research, direct selling, traditional/web marketing, online advertising, SEO, **content management**, and graphic design.

Professional Experience



FolhaCerta 2016-2019

folhacerta Digital HR Startup

Head of Marketing

- B2B digital marketing strategy focused on the SMB market with a high conversion rate.
- Brand strategy which drew in some of Brazil's most notable enterprise companies like Bradesco Bank, Burger King ABN AMRO, JBS, Fleury, and Cacau Show to name a few.
- Built a customer success strategy aligning marketing messages, sales strategies, product development, and client support.

muttuo Muttuo Agency 2013-2016

Software development and solutions

Digital Marketing Director

- Marketing team leader for clients like Panasonic, VW, Mirka, Estacio SA, Havaianas and Lalabee, planning and executing both B2B and B2C marketing strategies.
- Responsible for personalization strategies, maximizing ROI, and performance reports.
- Responsible for all aspects of PPC advertising on platforms such as Google Ads, Adroll, Facebook Ads, OutBrain, and Admob.
- Implemented comprehensive SEO strategies greatly increasing ranking through the use of content, social media and growth hacking.
- Designed optimized onboarding flows for inbound marketing and landing pages to maximize conversion.

😠 táxiaqui 🛛 Taxi Aqui 2011-2013

Taxi hailing mobile application

Co-Founder

- Was featured in a full page in "Valor Econômico", a national Brazilian newspaper.
- 20k+ new active paid users in fewer than 3 months.
- WHALEBACK
 - Whaleback Mountain 2008-2010 Ski Resort

Marketing Director

- Managed public relations, events and sponsorships.
- Built online store from the ground up, contributed to two years of record growth.
- Responsible for articles placed in the New York Times and Wall Street Journal.
- Pivoted marketing activities to the digital space creating social selling initiatives, PPC campaigns and content driven SEO.

SOUAW Ski Resort

Sales High Camp Retail Store

- Direct selling to customers.
- Consistently exceeded sales goals.



Circuit City 2004-2005 Electronic Retail Sales

Sr. Sale Associate

- Promoted to Senior Sales Associate after four months.
- Top in sales for multiple months.

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Success and Results

- Responsible for marketing successful campaigns for international brands with 6 figure budgets.
 - CEO and Co-Founder of Táxi Aqui which had an explosive launch with over 20K paying daily active users in under 3 months.
 - Launched an innovative marketing campaign while at Whaleback which quadrupled attendance to winter and summer camps.
- Keynote speaker on several occasions including CINTEQ 2017 <u>http://tinyurl.com/yd6s44zu</u>
- Guest lecturer at several colleges in Brazil including Rio Branco, FIA, Insper, and Fatec for both graduate and Post graduate classes.
- Head of Marketing at FolhaCerta growing the paid user base securing investment.

Education

2012 Fundação Instituto de Administração São Paulo, SP - Brazil International MBA



Received an academic achievement award for being one of the top three students in the class and voted by my classmates to be class speaker at graduation.

Project Work:

Consulting Project with "Muttuo Agency" in Sao Paulo Brazil: Created a business plan and facilitated specs/design of a new product launch. Project management to bring new product to market, created and gave presentations to investors.



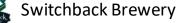
I have more certifications and work samples! See them here --> www.johndrinane.com

2007 Champlain College Burlington, VT - USA Bachelors of Science Marketing Management



Certifications

Project Work: Marketing Internship



- Conducted research into new markets.
- Created and administered surveys.
- Created a SEM plan.

Course Work

More Highlights