



# John R. Drinane



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Upon request



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Denver CO\*

Greater Denver and surrounding cities okay\*

## Overview

- 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

Digital HR Startup

folhacerta

#### 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 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.



### 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 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.



### Squaw Valley 2007-2008

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.

# 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 <http://tinyurl.com/yd6s44zu>
- 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.

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



*Project Work:* Marketing Internship



#### Switchback Brewery

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

## More Highlights

### Course Work

Finance (Harvard)

Statistics (Harvard)

HTML/CSS

PHP/Wordpress

### Certifications

Google Analytics

Google Ads

Hubspot Platform

Hubspot Inbound

## Languages



Portuguese  
Fluent



English  
Native