

Daniel Lee

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Summary

Top-performing, analytically driven marketing professional with a track record of delivering fiscally impactful campaigns, and a passion for seeking incremental gains. Seeking a Digital Marketing Manager role.

Experience

Program Manager, Demand Generation, Oracle, Bozeman, MT (April 2021 – Present)

- Oversee demand generation for the ERP/EPM/HCM/SCM/Java pillars for Oracle's largest event, CloudWorld, as well as virtual events. This is a cross-functional position working with product managers, field marketing, internal communications, sales, web, and social media teams.
- Provide demand-generation strategy recommendations for web, social, and email marketing using Adobe Analytics, Sprinklr, and Eloqua Insights.
- Brought in 27k+ viewers into our virtual events which account for \$466M of pipeline in the room, \$56M of driven pipeline, \$1.3M of marketing generated pipeline, and 250k minutes of watch time.
- Introduced a new event demand generation planning method using Wrike to cut down on time for creating a base plan by 90%. This also allows regional teams to be more aware of the status of promo methods.

Digital Marketing Analyst, Oracle, Bozeman, MT (Aug 2017 – April 2021)

- Most productive team member, completing, on average, 58.3% more work per month than teammates.
- Provided reporting landing page and email statistics using our BI tool, Oracle Analytics. This involved informing stakeholders of relevant statistics and how they can improve them.
- Help plan and execute demand generation efforts. I have built and sent 294 unique emails which were sent to 14.6 million total contacts. I have also built 89 event landing pages with 28000+ total registrants and 72 additional landing pages of varying intent.
- Worked with a dispersed team. I worked with 186 stakeholders in 68 cities, 28 states, and 14 countries.

Office Manager / Photo Editor, Bruce Pitcher Photography, Bozeman, MT (May 2014 – July 2017)

- Obtained product data by logging individual orders from the largest client to quantify purchases. Used data to recommend product strategy, as well as pricing, resulting in a 25.97% increase in profit.
- Redesigned website and set up Google Analytics account for the company.
- Reduced operating expenses by 24% without negatively affecting revenue.

Education

College of Letters & Sciences, Montana State University, Bozeman, MT (December, 2016)

Bachelors of Science Degree in Economics

Minors: Business Administration, Entrepreneurship and Small Business Management

Google Analytics I.Q. Certification

Cornell University, Certificate in Marketing Analytics

Eloqua Campaign Execution Expert, Eloqua Marketing Creative Expert, Eloqua Reporting Expert

B2B Demand and Account-Based Marketing

Skills

Attributes: Multitasker, initiative taker, levelheaded, growth-oriented, value-driven

Technical: Adobe Analytics, Certain, CSS, Eloqua, Excel, Google Analytics, HTML, Oracle Analytics, Photoshop, PowerPoint, R, SQL, Tableau, Trello, Wrike, Word.