

Curriculum Vitae

Dan Fraser

2130 Beachwood Dr.
#15, Los Angeles
CA 90068

T: (323) .210.7558

Objective

To contribute to the growth and success of a company through marketing, sales, and public relations.

Experience

07/07-PRESENT

Freelance Webmaster & Marketing Consultant

I currently manage over a dozen websites, work as a designer, copywriter, internet marketer, and marketing consultant.

05/05-07/07

Point Vantage

Point Vantage is ranked in the top ten fastest-growing e-commerce computer hardware companies in the nation (specializing in after-market inkjet cartridges and laser printer toners). Current duties include:

Conceptualizing and managing internet marketing campaigns, and forging new business relationships with online opt-in publishers.

Business Development and Sales Management for the Bointz Rewards Program - the world's first Pay-for-Profit online customer acquisition and loyalty initiative. Currently in its re-launch phase, I am responsible for creating the corporate marketing site and contracting new business partnerships with national retailers and online merchants.

While at Point Vantage, I've increased opt-in email campaign click-through rates from an average of 6-7% to 9-10%. A 3% jump which is excellent in this field. I also single-handedly brought LoudAnt Anitspyware onboard in a profit-share program to increase conversion rates from 0.2% to 0.3% - another sizeable leap in terms of internet marketing.

10/02-09/04

Mission: Renaissance

Marketing Director for Mission: Renaissance, the largest private fine art program in the US. I was responsible for online, direct, and cable marketing of the company's fine art classes for children, teens and adults.

During my tenure, I was able to consolidate marketing duties and saved the company the cost of hiring two extra salaried employees.

I also took over art direction, packaging and pre-launch marketing of the company's first How-To production. A DVD entitled, The Art of Drawing. This project had been stalled for two years and overspent to the tune of a quarter-million dollars. The challenge was to package and launch it at minimal cost. Thus, I conceived and directed the creation of www.TheGluckMethod.com, a professional site built around promoting art classes and the new product. The Art of Drawing was successfully launched and is now sold online. The product was so well received, in fact, that the Home Shopping Network expressed interest

in promoting it on national television. In response, Mission: Renaissance is now producing Part II of the DVD so this can be accomplished.

09/01-08/02

Panda Software

Internet Promotions Director. I was responsible for managing online marketing campaigns, writing and overseeing the design of new promotional materials and advertisements for print and web media, as well as establishing new promotional avenues and directing the corporation's extensive affiliate marketing program.

During my tenure, I expanded the affiliate program from 900 to 3,000 online resellers (affiliates) and increased marketing output some 250%. I also revamped the corporate marketing image and was instrumental in pioneering a free virus-alert service in the corporate and consumer realms.

Education

Marketing and PR Vocational Training Los Angeles, CA

Four years training at a medium sized marketing company for Audio-visual products

Mike Whitlow Copywriting Workshop Los Angeles, CA

Professional copywriting and concept development.

Skills

Business development and sales
Direct marketing
Online marketing
Creative directing
Concept development
Website content management
Paid search management (Overture & Google)
Affiliate marketing management (Commission Junction)
Media Buying (opt-in email, behavioral, radio, and cable)
Copywriting
Public relations
Product management
Computer Proficient: Microsoft Word, Excel and Outlook
Photoshop
Dreamweaver
Illustrator
Flash
HTML Programming
Javascript
Act! Sales Management Software.
Typing (70 wpm).

References

Robbie Robinson. Administrative Director, Mission Renaissance. (818) 243.9696.

Bruce Rigney. President, Rigney Graphics. (818) 246.1235

Patrick Hinojosa. Chief Technology Officer, Panda Software. (818) 553 0599

Colton Burgess. President, Benton Funding. (310) 593.4167

