

Jack Danis

MARKETING, ANALYTICS & MEDIA

Objective

To bring my experience in business operations, marketing, and web development to a company focused on growth and efficiency. I'm looking for a role that permits me to analyze data in a manner that allows for smarter decision-making while streamlining daily work. Furthermore, I would like to design marketing materials that support effective long-term campaigns and strengthen a company's digital presence through thoughtful web design and data optimization.

Skills

- Adobe Creative Cloud
- Metabusiness / Google Analytics
- CRM Management
- Account Management
- Product Marketing / B2C Marketing
- Content Management

Contact

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jackdanis.github.io/

Experience

AD OPERATIONS COORDINATOR / LASALLE NETWORK 2024 - 2025

Responsible for managing all job adverts posted to all job boards (LinkedIn/Indeed/Dice/etc.), as well as client management between our various job board representatives, our internal unit leaders, and our intermediary partners who track analytics relevant to marketing performance. Opened new channels for data collection and led the implementation of new programs to increase advertising exposure at no extra cost. Specifically, grew our applicants on Indeed by 64% YoY.

TEAM MEMBER / VIVRATO 2024 - 2025

Supporting Vivrato's startup phase as a consultant. I work directly under CEO Adam Boyes to support Vivrato's growth across operations, client development, and strategic research. Responsible for evaluating and building core tools such as the company's website, conducting meetings with prospective clients to identify new opportunities, and representing Vivrato at major industry events including DICE and GDC.

ACCOUNT MANAGER / VOLLEY SOLUTIONS 2023 - 2024

A dynamic role in a fast-growing startup. Created digital marketing materials, including websites, social media captions, photos and videos on behalf of over 6 clients. Managed marketing materials and data analytics for clients across all digital channels.

INTERN / ALTVIA 2021

Performed a rotational series of tasks across all departments within the company, ranging from code-review to basic data entry, to designing an iOS Application UI in Adobe XD to streamline company activities. Gained an extensive understanding of the Salesforce Platform and SQL

Education

BS BUSINESS-ADMINISTRATION / UNIVERSITY OF COLORADO 2019 - 2023

Major – Business Administration (Marketing Focus)

Minor – Creative Technology & Design (Engineering)

HIGHSCHOOL DIPLOMA / LOYOLA ACADEMY 2015 - 2019

First Honors

Certifications

Content Marketing – HubSpot

Inbound Marketing – HubSpot

Google Analytics Individual Qualification – Google

Creative Certification Exam – Google

Google Ads Display Certification - Google

