

Dorian Yanez

171 New Haven Avenue • Orange, CT 06477
(203) 927-0873 | Dorian@DorianYanez.com
www.DorianYanez.com

ONLINE MARKETING EXECUTIVE

Creative entrepreneurial executive with over 10 years experience in Internet marketing and project management with proven results; new product introduction, business & marketing plans, B2B, B2C, SEM, and customer acquisition.

QUALIFICATIONS & EXPERTISE

- Product Development & Rollout
- Ecommerce Strategy & Development
- Strategic Partnerships
- Market Research & Analysis
- Project Management
- Email Marketing
- PPC/CPA Advertising
- Media Planning & Buying

PROFESSIONAL EXPERIENCE

Transact Technologies, Hamden, CT

2009 to Present

B2B Publicly Traded Printer Manufacturer and Supplies Business.

Ecommerce Business Manager

Responsible for supplies and consumable product vertical. Oversee \$600K budget encompassing online advertising and direct mail. Manage team responsible for content, graphic and web design. Report to SVP.

Key accomplishments include:

- Grew site conversion by 88% through on page enhancements and restructuring of shopping cart.
- Increased website traffic by 131% through search engine optimization, strategic partnerships and affiliations.
- Developed and executed the Search Engine Optimization strategy increasing number of pages indexed within Google by 22%.
- Grew paid search marketing revenue 95%. Tested ad copy and formats, maintain profitability of overall CPA target within all major search engines (Google, Yahoo & Bing) through ongoing optimizations.
- Increased email revenue from 1% to 6% of overall sales. Created customized email templates based on customer purchasing history and sent to subscriber base on a monthly basis with click-through rates consistently over 16%.
- Implemented direct mail program capitalizing on the existing customer base increasing repeat rate from 3% to 19%.
- Managed the execution of 15 industry tradeshows, growing qualified leads from 10% to 25%.
- Established new online and offline brand messaging and logo for TransactSupplies.com
- Lead, coach and mentor personnel.

Tauk World Discovery, Norwalk, CT

2006 – 2009

B2C Tour Company specializing in high-end tours domestically and internationally

Online Marketing Manager

Responsible for management and growth of U.S. and International sites and landing pages. Oversee \$1.5MM budget encompassing online advertising, search engine marketing and partnership marketing. Manage team responsible for content, graphic and web design marketing for various brands. Report to SVP.

Key accomplishments include:

- Website Management of all domains, sub domains and landing pages growing site traffic 88% to over 1.5mm visitors
- Paid Search Marketing (PPC) - Led expansion of paid search international and domestic marketing efforts within primary search engines and vertical search engines increasing leads by 30% while maintaining targeted CPA goal
- Search Engine Optimization (SEO) – Increased number of indexed pages across Google by 42% and number of qualified backlinks by 28%. Optimize all sites in an effort to increase overall rankings and maintain high search positions within core search engines (Google, Yahoo & MSN). Work closely with content writers, web designer and technical support to maintain site credibility and update keywords, URLs, internal links as needed. Monitor all social media platforms for relevant content endorsement (RCE) opportunities and proactively established external linking opportunities
- Email Marketing – Developed and launched branded email campaigns to subscriber base of 200K + opt-in subscribers on a monthly basis. Establish and execute Email Marketing plan that supports YOY growth by 14% in subscribers. Developed and initiate test plans, support dead wood strategy, subject line testing and behavioral email marketing to all guest and prospects
- Media Planning & Buying- Develop and execute online consumer acquisition plan designed to maximize online/off-line traffic and brand awareness. Developing relationships with publishers and partners targeting same demographic profile such as Tripadvisor.com, ShermansTravel.com, The Washington Post and American Express
- Lead, coach and mentor personnel.

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Synapse Group, Inc., Stamford, CT

2002 – 2006

Direct and Interactive Marketing Company, subsidiary of Time, Inc.

Senior Account Manager

Developed innovative marketing programs for industry leading interactive companies, including Amazon.com, Delia's.com and Brylane. Manage Account Management Team. Report to President.

Key accomplishments include:

- Increased client online offer conversion rate from 3.5% to 6.5% via A/B testing new offers and design layouts.
- Managed 5mm+ email subscriber base increasing conversion response rate by 7% via subject line testing, offer testing and email creative testing.
- Developed drive to web marketing campaigns that effectively increased client response rates by 3%
- Consistently exceeded budgeted sales goals YOY by more than 35% by optimizing marketing campaigns and increasing the average units per order
- Developed and executed financial models including forecasting, margin analysis and pricing
- Approved all program marketing agreements, addendums and renewals
- Spearheaded new product development toward Spanish speaking consumer

Vcommerce Corporation, Stamford, CT

1999 – 2002

B2B service provider of white label e-commerce storefronts and inventory management software

Senior Operations Manager

Managed client relationships within an industry-leading fulfillment network. Developed merchandising opportunities and positioning product placement for organizational growth.

Key accomplishments include:

- Developed and analyzed reports to troubleshoot supplier weaknesses and making recommendations for improvements
- Increased network fulfillment rate from 70% to 99% within first year
- Assisted buyers with merchandising and product negotiations of over ½ million distributors
- Developed and executed operational processes for new and existing clients
- Implemented web-based order tool which increased profitability by 75%
- Worked closely with vendors on set-ups, product selection, pricing and sales analysis

EDUCATION

University of Phoenix, Phoenix, AZ

BA-2005

Business Management

Certifications and Memberships

Member of American Marketing Association

Hitwise User Certification (an Experian Company)

Finalizing AMA Professional Certified Marketer Certification (PCM)

Community Involvement

Junior Achievement

(Participate with Junior Achievement educating youth on business, Economics and succeeding in a global economy)