**John Daniels:** A Seasoned Digital Marketing Professional with a proven track record of Strategy, Execution and results. I draw on a wealth of practical experience to deliver engaging training and customer experiences that help them deliver business results.

**Co-Founder – The Lean Marketer September 2017-Present**

* The Lean Marketer is a boutique digital consultancy helping companies apply lean start-up principles to their sales and marketing processes.
* In the 6 months we have increased revenue by 20% month on month.
* Developed and delivered training courses for The Edinburgh Chamber of Commerce and various start-ups in Edinburgh.

**Senior Internet Marketing Specialist – Mavaric Marketing 2007 - 2017**

* Instrumental in creating and executing digital strategies for more than 300 businesses in South Africa, the UK, Australia and the EU.
* Lead Account Manager and Business Partner - Successfully Managed over 1 million pounds of online marketing spend on Google, Bing, Facebook, Twitter and LinkedIn, generating thousands of leads for our clients and improving ecommerce businesses revenue by up to 300%
* Created and Delivered Training courses on Website Design, Google AdWords, Google Analytics, Email Marketing, Microsoft Excel and Personal Productivity for Edinburgh Chamber of Commerce, The Colledge of Physicians, The Edinburgh Magic Festival and more.
* Created various websites for local businesses using platforms like Wordpress, Wix.com, Weebly and Squarespace.
* Evaluated customer data to improve overall response rate in email campaigns
* Analyzed historical data, open, click, bounce & complaint rates using Advanced Excel functions
* Established client on-boarding process by utilising Lean methodologies
* Integrated viral marketing elements to client lead generation processes in increased referral rates and increased lead generation
* Increased email database by 100% through Google and Facebook lead generation campaigns
* Lead the creative process for developing national promotions, including Black Friday, Cyber Monday and holiday events.
* Created and Presented marketing plans, strategies & ROI of past promotions to business owners, V.P.s & other stake holders

**Digital Marketing Consultant - WSI Super Solutions (2006-2007)**

* Started and ran the “small business” division of WSI Super Solutions
* Successfully grew the business to the point that we sold it to a competitor

**Company Director - Cyrius Technologies (2001-2005**)

* Cyrius Technologies provided integrated IT infrastructure and support services to both large corporate and small business across South Africa including Hertz Rent-a-Car, Sensormatic Glaxo Smith-Kline. I was personally responsible for business development as well as technical solution implementation.
* During this time I led a project for the World Summit on Sustainable Development in 2002. I installed and manage the destination managements system that help the accommodation details for all the attendees including all the world leaders in attendance. My security configuration was vetted and approved by the South African NSA.

**NetEffect Solutions (1999-2001)**

Started as a junior technician and worked my way up in the business and was finally running the Johannesburgh Branch before I bought the other owners out to start Cyrius Technologies.

**Compusmart Training Centre (1998)**  
Taught the MCSE curriculum to corporate and private training candidates, preparing the candidates for the MCSE certification exams.

**Certifications**Google Certified Partner – Google Adwords  
Certified LifeLine Councillor   
MCSE (Microsoft Certified System Engineer)  
RedHat Certified Systems Engineer  
Website Design Diploma  
A+ Certified PC Technical  
Project Management Diploma

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