


# DAVID FORNELLI

MARKETING PROFESSIONAL



 **Phone**  
415-505-1625

 **Email**  
david@davidfornelli.com

 **Website**  
[davidfornelli.com](http://davidfornelli.com)

## SOCIAL

 **Twitter**  
[Twitter.com/davidfornelli](https://twitter.com/davidfornelli)

 **LinkedIn**  
[LinkedIn.com/in/davidfornelli](https://www.linkedin.com/in/davidfornelli)

## EDUCATION

### Quantcast Certified

*Digital Advertising & Quantcast Platform / 2021*

### Analytics Academy & Analytics IQ

*Google / 2010*

### Associate | Computer Science

*ITT Tech / Las Vegas / NV / 2007 - 2009*

## SKILLS

- SEO Optimization
- Copy Writing (ads, social, web)
- Performance Advertising
- Social Media (setup/strategy)
- Web Analytics/Tagging
- Web Developer
- Graphic Designer

## PROFILE

Solution focused digital marketing professional with hands-on experience in revenue marketing, product marketing, multi-channel acquisition strategies (search engine marketing, organic search engine optimization, social media marketing, display advertising, native advertising, and content marketing), conversion optimization, marketing operations, and web analytics.

## WORK EXPERIENCE

### Head of Growth Marketing (Global)

*Quantcast / 2019 - 2022*

Working with the world's largest brands, agencies, and publishers delivering high-impact customer insights and digital advertising that matters.

#### Growth Objectives:

- Website, E-mail, & Content A/B Testing
- SEO Optimizations (technical & on-page)
- Acquisition & Retention Marketing Programs
- Paid Advertising (SEM, Display, Native, & Video) |( Google, Bing, Facebook, LinkedIn, Twitter, Instagram, YouTube, Quantcast Platform)

#### Marketing Technology Experience:

CRM: Salesforce | CMS: WordPress | EDM: Marketo | Analytics: Google Analytics (universal & GA4)

### Head of Growth Marketing (SEO/CRO)

*Blurb / 2018 - 2019*

Responsible for analyzing customer usage and behavior data to understand and guide the online customer journey from start to finish and drive better conversion rates across Blurb's websites and applications.

#### Growth Objectives:

- CRO Optimizations (A/B Testing Website, E-mail, & Content)
- SEO Optimizations (technical, on-page, & off page)
- Acquisition & Retention Digital Marketing Programs

#### Marketing Technology Experience:

Optimizely, Visual IQ, Tealium, Google Analytics 360, AirTable, Tableau, MOZ, SEM Rush, Deep Crawl

## EXPERTIZE

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- Google Analytics
- Google Tag Manager
- Adobe Creative Cloud
- SEO Optimization Tools
- CMS - WordPress
- PowerPoint/Word/Excel
- AdWords/YouTube Ads
- Microsoft Advertising
- Quantcast Advertising
- Social Media Advertising

## AWARDS

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### US 2019 Search Awards

*Best use of search  
retail/e-commerce - Blurb  
2019*

## REFERENCE

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*\*Available upon request*

## EXPERIENCE CONTINUED

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### Senior Digital Marketing Manager

***BMP LLP / 2017 - 2018***

Provide a strategic direction for the business marketing tech stack and to build and execute internally & externally technologies & strategies. In addition, capturing data; reviewing metrics for insights & best practices. Providing innovative ways promote campaigns & engagement while capturing targeting audiences.

#### **Sr. Marketing Objectives:**

- CRO Optimizations (A/B Testing Website, E-mail, & Content)
- SEO Optimizations (technical, on-page, & off page)
- Acquisition & Retention Digital Marketing Programs

#### **Marketing Technology Experience:**

CRM: Dynamics & SharePoint | EDM: ClickDimensions & Pardot | CMS: Content Pilot

### Senior Digital Marketing Manager

***REC Solar / 2016 - 2017***

My involvement in defining a differentiated market position and driving growth taking this startup to a more corporate structure since REC was acquired by Duke Energy.

#### **Sr. Marketing Objectives:**

- Web Development (WordPress)
- Acquisition & Retention Digital Marketing Programs

#### **Marketing Technology Experience:**

EDM: Pardot | CMS: WordPress | CRM: Salesforce | Analytics: Google Analytics (universal)

### Digital Marketing Manager

***FICO (Fair Isaac Corp) / 2010 - 2016***

Managed key channels for corporate marketing including, online engineering community, social media accounts, and email marketing (demand generation).

#### **Marketing Objectives:**

- CRO Optimizations (A/B Testing Website, E-mail, & Content)
- SEO Optimizations (technical, on-page, & off page)
- Acquisition & Retention Digital Marketing Programs

#### **Marketing Technology Experience:**

CRM: Salesforce | CMS: WordPress | EDM: Eloqua (certified)

## INTERESTS

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Peloton



Travelling



Music



Art



Photography