


David fornelli

MARKETING PROFESSIONAL



 **Phone**
415-505-1625

 **Email**
david@davidfornelli.com

 **Website**
davidfornelli.com

SOCIAL

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

 **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

A seasoned growth marketer, I excel in crafting data-driven strategies for revenue generation and product promotion, utilizing multi-channel acquisition tactics, conversion optimization, and analytics to drive business growth and brand visibility.

WORK EXPERIENCE

Growth Marketing Lead | B2B/B2C SaaS

Charma (formerly WorkPatterns) / 2022 - 2023

Instrumental in propelling the company's expansion by devising and implementing effective strategies to enhance customer acquisition and engagement. My comprehensive approach incorporates a multitude of channels, such as content marketing, email outreach, social media management, and targeted paid advertising campaigns, to ensure maximum impact and sustainable growth.

Growth Objectives:

- Website, Advertising, & 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)

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)

EXPERTIZE

- 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

US 2019 Search Awards

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

REFERENCE

**Available upon request*

EXPERIENCE CONTINUED

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.

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:

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

Senior Digital Marketing Manager

BPM 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)

Marketing Technology Experience:

CRM: MS Dynamics | EDM: ClickDimensions & Pardot | 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



Peloton



Travelling



Music



Art



Photography