



DAVID FORNELLI

MARKETING PROFESSIONAL



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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

Collaborative leader who is an expert in DTC digital marketing strategy driving growth across the entire customer journey (e.g., acquisition, conversion, engagement, and retention). The key to my success is partnering with teams across functions, including content, marketing, finance, product, and operations, to drive incremental growth across all areas of the marketing funnel.

CRM: Salesforce | CMS: WordPress | Paid Channels: Google, Bing, FB, LI, TW, IG, YT

Growth Marketing Manager (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.

CRM: Salesforce | CMS: WordPress | Paid Channels: Google, Bing, FB, LI, TW, IG, YT

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.

CRM: Microsoft Dynamics | CMS: Custom | Channels: Email, SEO, Social Media

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

Founder

Fornelli by Design / 2006 - 2018

My freelance side, giving myself an outlet for my creativity side by helping small businesses with digital marketing consulting. *NOTE This is my freelance/personal brand.

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.

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).

INTERESTS



Peloton



Travelling



Music



Art



Photography

LINGUAGES

English

Native speaker

Spanish

Basic communication