

# DAVIS J. KANE

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## Account Executive

Creative, goal driven marketing professional excelling at the execution of digital campaigns from concept development to finalization and launch. Offering expertise in digital strategy, user experience and project management.

## Experience

### eCity Interactive

*eCity Interactive is an award-winning digital agency in Philadelphia, PA.*

#### Digital Project Manager | August 2016 - Present

- Enforce production schedules of 4-6 large scale web development projects simultaneously, ensuring all internal and external parties are meeting deadlines, milestones and goals so launch dates and deliverables are met
- Created and implemented a development process that increased transparency, shortened development cycles by 27%, and greatly increased code quality while reducing QA issues
- Communicate best interactive designs through deliverables like personas, project briefs, sitemaps, and extensive UX research
- Vocal participant of the management team making decisions regarding the business, helping to increase revenue, lower churn and supercharge productivity

### Curalate

*Curalate is a Philadelphia-based visual commerce SaaS startup whose platform leverages image recognition technology to connect the right people to the right products.*

#### Technical Project Manager | January 2015 - December 2015

- Lead 8-12 large-scale web development projects simultaneously from conception to launch and beyond
- Responsible for \$2.1M+ annual revenue for clients such as Nordstrom, Ted Baker and J. Crew
- Architected and implemented new processes for internal and external development teams, slashing average time from project kickoff to launch by 28%
- Cultivated and established a set of company best practices for QA testing that reduced client reported issues by over 35%

### Tierney

*Tierney is a full-service communications agency headquartered in Philadelphia offering integrated advertising, public relations, social media, digital and media services.*

#### Digital Strategist Intern | September 2014 - December 2014

- Assisted in architecture and execution of digital marketing strategy for clients such as Fine Wine & Good Spirits, Independence Blue Cross and TD Bank
- Utilized Google Analytics to create detailed, actionable reports for clients
- Conducted extensive competitive research and developed user personas to inform client strategy

## Skills

- HTML/CSS, JavaScript, SQL
- Adobe Suite - Illustrator, InDesign, Photoshop & Lightroom
- Google AdWords
- Content writing and editing
- Analytics & Reporting
- Agile PM methodology

## Certifications

- Google Analytics
- Hubspot Inbound Marketing
- HootSuite Professional

## Education

**Temple University** | B.A. Psychology 2014 | Philadelphia, PA