

# DAVIS J. KANE

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## Summary

Creative, goal driven marketing and advertising professional excelling at the execution of campaigns from concept development to finalization and launch. Offering a solid understanding of strategy, analytics and project management.

## Experience

### Interactive Project Manager

*Curalate | January 2015 – December 2015 | Philadelphia, PA*

- Oversaw 10-15 large-scale web development projects simultaneously, working with external stakeholders and internal developers to ensure that projects are hitting deadlines and quality standards.
- Responsible for \$2.1M (ARR) in business for clients such as Nordstrom, Urban Outfitters and J. Crew
- Defined scope, created project plans and timelines, scrubbed ticket queues, and oversaw internal and external development teams for multiple projects simultaneously.
- Designed and implemented new processes for internal and external development teams, reducing the average number of days from kickoff to launch by 18%.
- Worked with QA team to test for cross platform/browser functionality, analyzed results, and found solutions to technical problems.
- Reviewed PSD files and ensured details and specs were in place for handoff to internal developers.
- Pulled data from SQL databases to create custom reports for clients.

### Digital Strategist Intern

*Tierney | September 2014 – December 2014 | Philadelphia, PA*

- Assisted in the design of frameworks for digital marketing campaigns based on user experience and digital behavior for clients such as Fine Wine & Good Spirits, Independence Blue Cross and TD Bank.
- Utilized Google Analytics to track website performance and create detailed, actionable reports for clients, and to diagnose and fix tracking errors using best practices to ensure KPIs are being met.
- Conducted extensive competitive research and developed user personas to inform client strategy.
- Kept up with emerging technologies and latest digital marketing trends, wrote POVs on potential vendors, and shared my expertise with coworkers as a regular contributor of original content to The Pulse, the agencies weekly newsletter.

### Marketing Intern

*Alfred Angelo Bridal | September 2008 – December 2012 | Fort Washington, PA*

- Demonstrated ability to engage with managers and sales personnel to brainstorm ideas for innovative marketing campaigns.
- Curated, edited and managed images and copy for, and assisted in the development of, the "Real Brides" section of Alfred Angelo's website.
- Assisted with the creation and editing of the annual media plan.
- Managed projects for marketing managers and sales personnel using project management applications such as Basecamp and Asana.

## Education

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

Selected Coursework in Marketing and Advertising: *Digital Marketing, Advertising, Pre-Calculus for Business, Advanced Statistical Methods, Website Development, Design for New Media*

## Skills & Certifications

**Certifications:** Google Analytics Certified, Hubspot Inbound Marketing Certified, HootSuite Professional Certified

HTML/CSS/JavaScript, Illustrator, InDesign, Photoshop, project management tools (Basecamp, Asana, WorkingOn), Google AdWords, social media management, content marketing, SEO, analytics