

# Daniel Burns

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## PROFESSIONAL SUMMARY

Award winning content creator and marketing director with over 20 years video, digital, and integrated project management experience, delivering creative solutions for companies in the entertainment, medical, technology, travel, and outdoor industries.

## SKILLS

- Marketing Strategy
- Marketing Automation
- Conversion Optimization
- Marketing Analytics
- Ecommerce Marketing
- Content Strategy
- Video Production
- Copywriting

## EXPERIENCE

### ATOMIC20

in Boulder, CO

#### Executive Producer

March 2016 - Present

- Produce, direct, shoot, and edit impactful, agile, and responsive video brand marketing campaigns for use on social media and programmatic video advertising platforms.

### PEOPLE PRODUCTIONS

in Boulder, CO

#### Producer, Director, Writer

December 2014 - Present

- Produce, write, and direct video marketing content for clients, increasing conversions, educational value, and reach in client communications.
- Participate in content strategy and UX decisions for digital clients.
- Spearheading HubSpot partnership for the agency.

Clients: Medtronic, Covidien, Cochlear, Door to Door Organics, SurveyGizmo, ScaledAgile, Inc., BI Inc.

### GRAVITY MARKETING

in Boulder, CO

#### Owner, Consultant

August 2011 - December 2014

- Marketing consultant and business coach for over 30 small and medium sized businesses in Boulder County, designing and implementing marketing systems to help them achieve new growth.
- Designed B2B marketing automation funnel for online PMP Certification company with new landing pages, lead capture, content, and follow-up email series resulting in increased conversions.
- Increased revenue for retail store over 50% in the first year, executing on new social, email, and in-store marketing systems, achieving revenue goals and a sale of the business for the owner.

## GRAVITY VIDEO

in Boulder, CO

### Founder

May 2012 - June 2014

- Created a video production startup with solutions designed for online retailers. Developed an MVP ecommerce video player, video management/CDN, and analytics backend.

## NEW FRONTIER MEDIA

in Boulder, CO

### Director of Online Marketing

January 2008 - August 2011

- Full P+L responsibility on \$1million budget, established new marketing strategy to repair company's existing subscription-model website network. Grew member base 25% in 2010.
- Generated \$100,000 in new revenue by launching multiple brand extensions across new verticals.
- Improved conversion ratio on flagship dating site from 1:200 to 1:14 through multivariate testing.
- Designed social media campaigns promoting film and broadcast initiatives.

### Executive Producer

February 2006 - January 2008

- Managed a team of 6 Producers producing interstitial and promotional content for broadcast networks delivered to over 30 million homes.
- Accountable for development of all Producers; facilitated and managed all assignments necessary to fulfill promotional and marketing directives, approved and monitored individual project budgets.
- Pitched new concepts and oversaw their successful implementation; contributed to collaborative product development efforts.

## ADDITIONAL SKILLS

Experienced with HubSpot campaigns and recipes, skilled in marketing strategies, conversion optimization, marketing automation, and analytics. Rally Certified Agile Scrum Master and seasoned in all phases of content production management. Competent in SEO and PPC traffic generation. Experienced in developing specifications documentation, scalable production processes, RFPs, scopes, SOWs, budgets, timelines, sitemaps, and wireframes.

## AWARDS

TELLY AWARD Cross Channel Spot Captivating - Dump Truck, 2008	TELLY AWARD Cross Channel Campaign Captivating, 2008	TELLY AWARD Player's Only #2 Spot 2006
PROMAX AWARD Branding/Image The Comeback/Scrubs, 2006	PROMAX AWARD Branding/Image Turn to Ten Spots, 2006	SXSW AWARD Personal/Online Diary Category WiredNomad.com, 2003

## CERTIFICATIONS

### HUBSPOT INBOUND MARKETING CERTIFICATION

HubSpot Academy, 2015

### CERTIFIED SCRUM MASTER

Rally Software, Agile University, 2009

### AVID EDITOR CERTIFICATION

Avid Software, 2004

## SOFTWARE

HubSpot, Adobe Creative Suite, Bohemian Coding Sketch, Final Cut Pro, WordPress, Google Analytics, Google Integration (Calendar, Drive, Gmail), MS Office Suite, iWork Suite, Basecamp, Evernote, Omnigraffle, ReadyTalk, Some HTML, CSS, PHP