

Dan London

Director of Marketing at Ansible, Inc.

nodnol@gmail.com

Summary

A graduate of the University of North Carolina at Chapel Hill, Dan London has been involved in the online marketing industry since the early 90s, including a stint as an online marketing associate for LastAvailable.com during the wrong side of the Dot Com explosion. As the top copywriter for a local Durham ad agency Clean Design, he wrote web and print copy for numerous companies such as IBM, John Deere and Red Hat. After a short time as a 6th grade teacher, Dan joined search marketing firm Websourced as an SEO Copywriter and quickly began taking on top clients such as Lowe's, Black and Decker and Citi Financial. The following year, he advanced to the Paid Search team, managing high-profile accounts such as Motorola, Sam Ash, Skechers and Interstate Battery. In 2006 Dan joined Lulu.com as the Director of Search Engine Marketing. Dan took on both natural (SEO), paid search (PPC) as well as banner advertising. Dan was able to increase the traffic by nearly 2500% during his time at Lulu and helped to increase revenue BY NEARLY 800%. Dan was also vital in establishing an affiliate program and aggregating all of Lulu's books across all major Internet shopping engines. In August of 2009, Dan joined ShareFile.com as the Director of Online Marketing. In his short time at ShareFile.com Dan has significantly increased organic traffic and been instrumental in increasing revenue. He also jump-started the social media marketing program and has been able to drive significant revenue via Facebook, Twitter and LinkedIn. In October of 2011, Citrix acquired ShareFile. In June of 2014 Dan became the Director of Marketing at Ansible. Dan was a featured Speaker at Google AdWords Client Forum and at numerous search marketing and social media events on the East Coast including the 2011 Kenan-Flagler Business Symposium at the University of North Carolina, Internet Summit, Business Journal Social Media Madness Launch Event and Triangle Entrepreneurship Week.

Specialties

Brand strategy, Radio, Display, Video, Paid Search, Search Optimization, Copywriting, Public Relations, Social Media.

Experience

Director of Marketing at Ansible, Inc.

June 2014 - Present (9 months)

Senior Manager, Marketing at Citrix Systems

August 2009 - June 2014 (4 years 11 months)

SEM (SEO, PPC) PR Online Marketing Social Media Usability Landing Page Optimization Affiliate Marketing Display Advertising Email Marketing Video Marketing Content Strategy CRM Conversion Optimization Marketing Administration National Radio Advertising

Director of Online Marketing at ShareFile (Acquired by Citrix October 2011)

August 2009 - June 2014 (4 years 11 months)

Director of Marketing at Lulu.com

April 2006 - July 2009 (3 years 4 months)

-Manage over \$3 million in yearly global paid search spend across multiple search engines. -Manage banner campaigns across multiple ad networks. -Featured Speaker at Google AdWords Client Forum October 2008. -Directly Manage team of 4. -Reduced cost per conversion while increasing campaign effectiveness. -ROAS of 800% on average across search engines/campaigns. -Experience with lead generation and ecommerce campaigns. -Plan/execute offline marketing and print campaigns. -Responsible for all SEO; improved natural traffic over 2500%. -Planned and launched Lulu.com blog; currently a featured writer/editor. -Plan and execute social media campaigns via FaceBook and other networks. -Responsible for all web analytics and website traffic analysis using Google Analytics and Omniture Site Catalyst. -Launched internal search engine marketing service for Lulu authors generating over \$100,000 in revenue in under 12 months. -Handle all advertising for weRead.com (Lulu.com Social Networking) and Poetry.com. -Provide marketing expertise to Lulu.com affiliate program team.

5 recommendations available upon request

Paid Search & Search Engine Optimization Manager at MarketSmart Interactive

May 2004 - April 2006 (2 years)

-Managed paid search campaigns for over 25 clients including: Motorola, Interstate Battery, Kumon Learning Centers, and Keiser College. -Conducted weekly client calls. -Wrote search engine optimized website copy for over 200 companies including: CitiFinancial, Lowe's, Black and Decker, and Motorola.

6th Grade English/History Teacher at Southern Middle School

August 2003 - May 2004 (10 months)

Taught 6th grade English and History.

Marketing Copywriter at Clean Design

December 2001 - November 2002 (1 year)

-Created print campaigns for companies including; Triumph Boats, Red Hat, IBM and John Deere. -Worked directly with clients to create effective print and web-based marketing materials.

Online Marketing Manager at LastAvailable.com

1999 - 2001 (2 years)

-Responsible for all online marketing, on-site promotions, traffic -Wrote and edited all online content including privacy policy, property descriptions and FAQs. -Developed and implemented all integrated

marketing campaigns -Managed public relations. -Directed an online relationship with eCommerce auction provider Fairmarket. -Assisted with web design, copy and branding. -Worked with executive team to design and write company business plan and investor presentation.

Skills & Expertise

Google Adwords

Advertising

Online Marketing

Google Analytics

B2B Marketing

SEO

PPC

Analytics

Search Algorithms

Social Media

Email Marketing

Online Advertising

SEO copywriting

Organic Search

Search Advertising

Marketing Automation

Demand Generation

Web Analytics

Lead Generation

SEM

E-commerce

Conversion Optimization

Web Marketing

Social Media Marketing

Integrated Marketing

Customer Acquisition

Copywriting

Display Advertising

Interactive Marketing

Advertising Consulting

Acquisition Marketing

Banner Ads

Paid Search

Yahoo Search Marketing

Wordpress

Local Search

Twitter

B2C marketing

Affiliate Management
Google Website Optimizer
Analysis Tools
Marketing ROI
Advertising Campaign Management
Contextual Advertising
Radio Advertising
Magazine Advertising
Lead Scoring
Lead Qualification
Sales & Marketing Alignment
Affiliate Marketing

Education

University of North Carolina at Chapel Hill

BA, English, 1996 - 1999

Indiana University of Pennsylvania

Computer Science, 1990 - 1992

Honors and Awards

Featured Speaker at Google AdWords Client Forum October 2008. Mountain View, CA Featured Panelist at Meet the New Media July 2009. Raleigh, NC Featured Speaker at #SMBF October 2009. Durham, NC Featured Speaker at NC Young Auto Dealers. December 2009. Cary, NC Featured Speaker at SEO MeetUp. April 2010. Raleigh, NC Featured Speaker at SearchExchange. May 2010. Charlotte, NC. Featured Speaker at Internet Summit 10. October 2010 Raleigh. NC (Two Sessions) Featured Speaker at Digital East 11. September 2011 Featured Speaker on the “Critical Marketing Tools” panel at Triangle Entrepreneurship Week. November 2012. Featured Speaker on the “Online Marketing Tools” panel at Triangle Entrepreneurship Week. September 2013.

Interests

Paid Search (PPC), Search Engine Optimization (SEO), Social Media, Lead Generation, Demand Generation, Hockey, Conversion Optimization.

Dan London

Director of Marketing at Ansible, Inc.

nodnol@gmail.com



5 people have recommended Dan

"With paid search being one of our largest spends, Dan honed his skills to effectively manage our SEM and impressively reduced our customer acquisition cost. His knowledge of SEO/SEM clearly places him as one of the best there is in this emerging field. He is definitely a key contributor to the success of Lulu."

— **Bryce Boothby Jr**, *President & COO, Board Member, Lulu Enterprises, Inc.*, managed Dan indirectly at Lulu.com

"Dan is extremely knowledgeable in SEO/SEM but it's his desire to continue to learn and adapt to the rapidly changing dynamics of both online advertising and social media technologies that really differentiates him. He is passionate, energetic, detail oriented and has strong communications skills. Dan is able to both develop a high level strategic plan and to implement it at a very micro level of detail, skills that don't always necessarily blend together, and monitor both within defined parameters (budget, traffic goals, etc)."

— **Rob Katz**, *SVP, Business Development & Communications, Lulu*, managed Dan at Lulu.com

"Dan is a brilliant online marketing pro. He is an absolute authority when it comes to SEM and SEO. He is highly strategic and organized building deep, creative and effective online marketing campaigns. He has very strong communication skills and is extremely well respected among his co-workers. He is an impact player inside any organization."

— **Christopher Dean**, *Chief Operating Officer/ Executive Vice President, Lulu.com*, managed Dan at Lulu.com

"Dan London is one of the most knowledgeable and skilled practitioners of SEO/SEM that you will find. He is constantly seeking to expand that knowledge and sharpen his skills whenever possible. Excellent at managing his strategy and budget, Dan is proactive, dedicated, focused and scrupulous about his work. I observed Dan's willingness to stretch his competencies to new levels, work collaboratively with his colleagues and offer help whenever possible across all areas of the company. He is truly a team player and I sincerely enjoyed having him as a part of the Marketing Communications team at Lulu."

— **Sheila Carter**, *Sr. Director Communications, Lulu Enterprises Inc.*, managed Dan at Lulu.com

"You know that person who always seems to be ahead of the curve? That's Dan London. In my time at Lulu, it was a constant challenge for me to present Dan with a piece of news or a new development in the internet marketing industry that he was not already aware of and working on. In a constantly changing industry, Dan's ability to process and execute on new information make him a tremendous asset, but on top of that, Dan is also skilled in presenting and explaining new ideas to gain buy in from other managers and executives with varying degrees of tech savviness."

— **Kevin Hill**, *Search Engine Marketing Specialist, Lulu.com*, reported to Dan at Lulu.com

[Contact Dan on LinkedIn](#)