

## Dan Pouliot

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### ***Digital Strategist & Technologist***

#### **Profile**

Highly skilled, versatile digital strategist with over fifteen years of marketing, web, database and multimedia experience. Proven ability to produce and manage enterprise class web sites. Fifteen years experience in brand management, marketing program development, demand generation programs, customer communications and direct sales and channel support. Conversant in both in the high-level aspects of marketing/brand management as well as highly technical world of the web. Leverage latest web technologies to enhance brand image and speed time-to-market. Deploy scalable sites that can quickly evolve to meet rapidly changing business requirements.

#### **Professional Experience**

##### **Principal, PIR Marketing, July 2008 - present**

Provide brand management consultation, digital strategy and implementation to globally recognized brands.

##### **CTO, The Mansion on O Street, July 2007 - present**

Responsible for technology direction of company. Design and deploy end-to-end business management system, improving efficiency of management while eliminating redundancies. Elevate brand on-line.

##### **Self-Employed — 2006 - July 2007**

*Hired on a contract basis. Contracts include*

**Lodging Econometrics**— Redesign 3 web sites, leveraging server- and client-side as well as standards-based web design to reduce redundancy, lower maintenance costs and improve brand perception. Logo design.

**The Mansion on O Street**— Create one unified, cross-platform system to manage all aspects of business: placing reservations for hotel or events, requesting reservations, creating/managing gift certificates, auto-correspondence, managing contacts, eliminating duplicates. Eliminated 4 disparate applications, turned quadruple entry into single entry.

**Renesys Corporation**— Web application and web site design.

##### **Global Webmaster, Enterasys Networks, Andover, MA — 2000-2006**

*A leading provider of networking hardware, software and services for the global enterprise market*

Supported Marketing Communications in a number of capacities:

**Webmaster/Information Architect**— Produced and maintained global web presence: public site, intranet and partner portal.

- Worked with staff of four to rebrand [www.enterasys.com](http://www.enterasys.com) (>300 pages) in six weeks.
- Worked closely with global marketing managers representing 16 geographies and 13 languages to meet local business needs while maintaining brand image.
- Produced and maintained employee intranet, working closely with various departments: Sales, Human Resources, Finance and IT. Translated business requirements into easy to use web sites.
- Maintained channel web portal. Assisted IT in design and usability of ecommerce environment, managed IT and vendors to deploy MSCMS code for portal redesign. Participated in UAT for rollout of new designs/features.
- Managed four public site re-brandings and two intranet redesigns. Phased redesign deployments sped time-to-market.

- Managed valued outside vendors for selected initiatives.
- Executed demand generation programs from initial customer email through call to action.

**Database Designer**— Produced database-driven systems for global marketing and sales needs; most notably:

- Sales lead routing tool, tracking 26,000 leads for global sales department
- Numerous content management systems, enabling non-HTML savvy staff to produce web content:
  - Enterasys Advantage newsletter supporting direct and channel sales— (including WYSIWYG authoring) saving the company \$160K annually
  - Product Catalog— managing over 150 datasheets that published custom views to multiple audiences (produce once, publish to many), available in multiple languages
  - Events Calendar— that published to multiple audiences and multiple views (calendar view, list view) with dynamic interactive overlays
  - Enterasys Networks News Room— news releases (in 4 languages), Industry News and Enterasys in the News, published across 3 domains.

**Designer**— Redesigned public web site and intranet, produced online ads along with calls to action to identify qualified leads. Worked closely with Art Director to translate design templates into working results, improving brand perception.

**Photographer**— Executive and product photography for use online and in print.

#### **Web Operations Manager, Cabletron Systems, Rochester, NH — 1997-2000**

*A world-class provider of data communications equipment for the enterprise and service provider*

Managed three public site re-brandings. Supervised nine member staff responsible for maintaining public web presence. Managed online advertising budget. Established policy for proper use of HTML on corporate web sites. Automated and web-enabled Marcom production workflows, from initial client request to staff assignment to drag-and-drop posting and archiving of completed collateral.

#### **Multimedia Developer, Cabletron Systems, Rochester, NH — 1995-1997**

Worked with small team to produce promotional CD-ROMs using Macromedia Director.

#### **Photo Lab Technician & Archivist, Computer and Information Services, UNH, Durham, NH — 1989-1995**

Produced the highest quality prints for publication or exhibition. Studio & location photography & support. Manage Lotte Jacobi archive of 40K+ negatives. Successfully unified disparate paper inventory, pricing and invoicing processes into a database system, improving order efficiency, increasing order accuracy and enabling instant reporting.

## **Technical Skills**

Significant knowledge of HTML, JavaScript, JSON, CSS, Apache, PhotoShop, Illustrator, AppleScript, Data Architecture (FileMaker Pro 2 through 11 Advanced and 8 Server). Knowledge of Amazon Web Services, AJAX, Mobile Safari, MySQL, PHP, Perl, Ubuntu Linux, Webmin, XML/XSLT, XCode, ER Diagramming. Separate structure (HTML), presentation (CSS) and behavior (JavaScript) to maximize scalability and cross-browser/platform compatibility. Agile software development strategy. Additional experience: 3D (Bryce, Cinema 4D), video editing/ripping/optimizing (Final Cut Express, iMovie, iDVD, QuickTime Pro), audio editing. Studio and location photography.

## **Education**

### **University of New Hampshire, 1989**

Bachelor of Fine Arts