

# Dan Noyes

4322 Reflections Parkway, Sarasota, FL 34233

(585) 230-9565 | [dnoyes@zephoria.com](mailto:dnoyes@zephoria.com) | <https://www.linkedin.com/in/dannoyes/> | [dannoyes.com](http://dannoyes.com)

## Professional Summary

Growth-focused **Senior Marketing Executive** with 20+ years of experience leading **digital transformation, scaling marketing teams, and executing high-ROI campaigns** for Fortune 1000 brands. Adept at integrating **data-driven insights with creative strategy** to increase brand visibility, drive multimillion-dollar sales, and optimize multi-channel performance. Passionate about **innovation, audience engagement, and leveraging automation** to enhance marketing efficiency.

## Key Career Highlights

- **\$250M+ in revenue growth** from digital marketing campaigns.
- Spearheaded a **40% increase in organic traffic** for Varsity.com.
- **Built 3 internal digital teams** for Fortune 1000 clients, driving automation success.
- Facilitated a **\$17M client acquisition** through targeted campaigns.

## Core Competencies & Skills

- Digital Marketing Strategy | SEO & SEM Optimization | Paid Media & PPC Campaigns
- Brand Positioning & Development | Content Marketing | CRM & Email Marketing
- Market Research & Audience Segmentation | Conversion Rate Optimization (CRO)
- Marketing Analytics | Social Media Strategy | Google Ads & Facebook Ads
- Lead Generation & Sales Funnel Optimization | HubSpot, Marketo, Salesforce

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## Professional Experience

### President | Zephoria Inc.

01/2001 – 01/2024 | Sarasota, FL

Partnered with Fortune 1000 clients, including **Pfizer, Georgetown University, Boston College, Rubbermaid Commercial, and Varsity**, to develop **high-impact digital marketing strategies**.

## Key Achievements:

- Launched **175+ digital marketing campaigns**, driving **\$250M+ in new sales**.
- Built and led **3 internal digital marketing teams** for Fortune 1000 clients, implementing **Salesforce, HubSpot, and Marketo** for automation and analytics.
- Spearheaded **SEO & paid media initiatives**, leading to a **40% increase in website traffic** for Varsity.com.
- Facilitated a **\$17M client acquisition** through targeted **data-driven digital campaigns**.
- Successfully launched **12+ new brands** across education, healthcare, and travel industries, positioning them as market leaders.
- Delivered **high-impact executive insights**, using **Google Analytics, HubSpot, and Tableau** to drive strategic decision-making.

## Director of Strategic Alliances | LogicalSolutions.net

12/2000 – 12/2001 | Rochester, NY

- Forged **high-value alliances**, generating **\$2.5M in new revenue** through strategic **SEO & digital marketing partnerships**.

## Vice President of Marketing | eBridge 2000 | Contemporary Technologies

12/1998 – 01/2000 | Washington, DC

- Executed **enterprise-level digital marketing strategies**, including **SEO, content marketing, and e-commerce integration**.
- Developed a **highly trafficked website**, earning recognition as **Adobe Site of the Day & USA Today Site of the Day**.

## Director of Sales & Marketing | MKP Interactive

01/1995 – 01/1998 | Columbia, SC

- Spearheaded **corporate digital transformation**, implementing **e-commerce solutions** that expanded customer acquisition and sales growth.

## Sales & Marketing | CorporatePress

12/1990 – 12/1995 | Washington, DC

- Developed **print-to-digital marketing solutions**, expanding customer base through **innovative viral marketing strategies**.

## Public Relations | NAACOG

12/1987 – 12/1990 | Washington, DC

- Led **national PR campaigns** and **press event coordination**, managing media relations for a **leading healthcare association**.
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## Education

🎓 **B.S. in Journalism & Public Relations** | University of Maryland | College Park, MD

## Certifications & Professional Development

**Google Ads Certification** | **HubSpot Inbound Marketing** | **Meta (Facebook) Blueprint Certification**

## Leadership & Strategy

- **Built & managed cross-functional teams**, mentoring **10+ marketing professionals**.
- Developed **integrated marketing automation strategies** (HubSpot, Marketo) to improve **lead generation efficiency**.
- Led **data-driven decision-making**, using Google Analytics & Tableau for strategic planning.

## Technical Skills & Tools

Google Analytics | Google Ads | Facebook Business Manager | HubSpot | Marketo | Salesforce | Ahrefs | SEMrush | Mailchimp | Canva | Tableau | WordPress