

DANIEL LAVELLE

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OBJECTIVE

Find a 24-year old with more experience than his age suggests a position in Media / Account Planning amidst the worst employment debacle this country has ever seen

AGE-IRRELEVANT CHOPS HONED TO ACHIEVE THE PREVIOUSLY MENTIONED OBJECTIVE

- Extensive small-agency experience planning, executing and assessing campaigns for clients of various verticals
- Wide array of experience using statistics to plan and manage communication campaigns
- Highly skilled in consumer behavior quantitative analysis program SPSS / PAWS
- Very comfortable working and presenting in client-facing and team-oriented atmospheres
- Familiar with web portals; AdSense, AdWords, TweetDeck, Google Alerts/Analytics, Filtrbox
- Trained in production tools Microsoft Office Suite, Quark, Adobe Photoshop and Illustrator

WORK EXPERIENCE

2009 – present **Marketing Manager**, Cadence Cycling & Multisport, Philadelphia, PA
Supervisor: José Maldonado, General Manager

- Manage presence of the Cadence brand throughout all online/offline media outlets
- Implement marketing research data into a campaign which converts web to retail traffic
- Manage store-wide referral program to drive cross-department sales via viral tactics

2008 – 2009 **Account Executive**, Eye See Studio, Inc., Philadelphia, PA
Supervisor: Matt Reece, Owner and Principal

- Acted as a client liaison within the design agency to achieve campaign goals as advertising campaigns moved from research through the creative and media buying processes
- Conducted consumer research, both quantitative/qualitative, using SPSS, Excel, Filtrbox and Google platforms to determine the most efficient communication tools
- Lead copywriter for outdoor sports, healthcare and non-profit clients

Associate Publisher, Liberty Sports Magazine, Philadelphia, PA
Supervisor: Matt Reece, Owner and Publisher

- Re-positioned a struggling local outdoor sports print publication into a regional communication tool heavily invested in an event based and web/social media presence
- Wrote, pitched and managed content and communication partnerships with national media
- Successfully increased the publication's readership and ad sales by 35% in one year through the use of a qualitative research campaign for better targeting
- Worked with various advertisers and agencies to manage and track the placement of advertisements in Liberty Sports Magazine as well as on libertysportsmag.com

2007 – 2008 **Marketing Manager**; Client Services, Pro Cycling Tour, LLC., Philadelphia, PA

NON-PROFIT AND COMMUNITY WORK

Present **Mentor and Coach / Social Media Consultant**, Cadence Cycling Foundation, Philadelphia PA

2006 – 2008 **Local Outreach Coordinator**, Lance Armstrong Foundation, Blue Bell, PA

EDUCATION

June 2009 **B.S.**, Psychology, Drexel University, Philadelphia, PA
Minor: Marketing & Consumer Behavior