



# JACK MCDANIEL

Marketing Director

Centennial, CO 80016  
720.495.1368  
jack.mcdaniel@me.com

## EDUCATION

**Bachelor of Arts, Psychology**  
University of Cincinnati  
1979 - 1982

**Instructor**  
Westwood College, Denver  
2011 - 2012

## CORE SKILLS

- SEO / SEM Marketing
- Data Analysis
- Marketing AI Integration
- Copywriting
- Content Design & Execution
- Online & Traditional Ads
- Brand Building | Messaging
- KPI—Planning & Execution
- Managing Internal & External Teams
- Email Marketing
- Trade Show—Design & Strategy
- HTML / CSS / Web Design

## AWARDS

- **SmartSound**—7 industry awards (Audio Video)
- **Impress Design**—*Thumbtack*, 2016 Best Designer, Colorado
- **Westwood College**—Best Instructor 3 straight semesters

## PROFILE

Multi-Award Winning designer and Marketing Consultant with 25+ years of experience. Led dozens of companies to the top of search engine results and to the apex of their industries with Impress Design and paradigm|SHIFT Marketing as a consultant. Experienced manager of marketing teams and external resources and agencies with proven results over many years. Expert at AI integration into marketing. Experienced working with C-level employees and Board Members for 15+ years.

## WORK EXPERIENCE

### CognitiveScale

*Feb 2022 - Oct 2022*



Completely revamped the marketing approach for the company. Installed a Marketing Orchestration framework that was aligned across all facets of the business. Implemented and executed successful strategies for SEO, Email Marketing, Content Creation, Trade Shows, Online and Traditional Advertising, Presentations and Analytics, as well as Brand Management. (The company was acquired by Technotree at the end of 2022.)

- Drove website visits up 400% in 6 months (20,000 - 80,000+)
- Improved Keyword visibility from 2 to over 375 keywords & phrases—including 23 Top-10 rankings
- Grew Quality Backlinks from 600 to over 2,650
- Raised the Domain Authority from 17 to 57
- Successfully managed \$12,000/month Ad Campaigns that generated quality SQLs (Google and LinkedIn)
- Developed relationships and planned promotions with key industry resources (magazines, influencers, etc)
- Implemented Email Marketing and auto-responder campaigns for new and existing clients and subscribers
- Created Client Journeys for various personas in the buying process
- Created dozens of articles, news items, videos and content targeted at SEO and establish Industry Leadership and Authority

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## EXPERTISE

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- Planning
- Leadership
- Adaptability | Agility
- Decision Making
- Sales & Marketing Dashboards
- Upper Management | Board-ready Reporting
- Marketing Calendar with Milestones
- Digital Asset Creation—Articles, White Papers, Case Studies, Video, Podcasts
- Training Documentation & New Processes

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## BOOK AUTHOR

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### Marketing Orchestration

A discipline—the people, processes and tools—to realize Marketing’s full value *pub. 2022*




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## WORK EXPERIENCE

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### SmartSound

2008 - 2020



SmartSound had multi-channel marketing needs. It was both a Royalty Free Music company and a technology company. Under my guidance, we successfully told both stories and expanded sales for the software and music channels. SmartSound is an industry leader, selling to virtually every Fortune 1,000 company. I ran all marketing campaigns and promotions, measured everything we did through Analytics and refined the approach to insure effectiveness. (SmartSound was sold in 2020 to a group from Germany.)

- Grew web page views to over 350,000 per month
- Increased Email Marketing list to 150,000+
- Developed Multi-channel strategies for software and music
- Developed an Award Winning web-based app based on SmartSound’s patented software
- Developed and maintained Content Strategy—over 350 articles that drove authority and leadership in the industry
- Oversaw or created two different iterations of the website
- Designed and created bi-weekly Email Marketing campaigns using KPIs and analytics to refine and improve results

### Other Companies

I have helped many companies achieve their goals over the last 20 years, both regional and national/international. Some of those include:

- **Victory Telecom** 2007 - 2020. Marketing and web design. Telecommunications and data storage (sold in 2020).
- **Digital2You** 2007 - 2020. All marketing efforts. Large format printers and service. The largest in the western US (sold in 2020).
- **International Jet Aviation** 2011 - 2023. All marketing efforts. The top private jet company in the Rocky Mountain region.
- **Pena Station NEXT** 2017 - 2023. Web design, content creation and management. Pena Station NEXT is a future-city built in partnership between the City of Denver, Panasonic and LC Fulenwider.
- **Lead Today Community** 2007 - 2023. All marketing efforts, built and maintain an app they use for the business. Leadership organization.

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## REFERENCES

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Available upon request