

Dave McGurgan

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WEB MARKETING MANAGER • SOCIAL NETWORKING INNOVATOR

Talented Web and print marketing professional with in-depth expertise in innovative use of social media as well as market research, strategy development, industry sourcing, publicity/promotional campaign development and execution. Skilled left-brain/right-brain thinker adept at writing/editing articles, reviews, blogs, features, marketing communications, ad copy and press releases *and* designing/producing/placing Web-based advertising, print, radio and television advertising.

Hands-on leader of editorial and freelance staff, design and production teams, distribution and accounting functions as well as customer, advertising account and vendor relationships. Experienced in short- and long-range planning, budget forecasting and delivery, consistent process improvement implementation.

PROFESSIONAL EXPERIENCE

phillyBurbs.com *Levittown, PA, 2003-Present*

SENIOR EDITOR

Increased Web site traffic by 33% in the first 12 months to this online regional news and information Web site by pioneering web marketing and social networking strategies, e-commerce innovations.

- **Achieved 47.3% average annual increase in affiliate sales** by identifying and developing e-commerce marketing solutions.
- **Significantly increased revenue streams** by creating and implementing effective strategies for social media tools including Facebook and Twitter to:
 - Expand brand reach.
 - Engage and interact with users.
 - Promote and share useful content.
 - Attract new users/customers.
 - Source appealing content.
 - Share knowledge, respond to queries.
 - Connect with local businesses.
 - Contribute to community/constituents.
 - Identify local events/marketing opportunities.
 - Create online presence for company and its brands.
- **Create content that meets and exceeds Search Engine Optimization standards** via strategic deployment of trending, keyword and buzz techniques and removing indexing barriers.
- **Develop niche Web sites to support expansion of online presence** beyond PhillyBurbs.com brand. Conceptualize, design and deliver stand-alone, hyper-focused Web sites to attract audiences with high revenue potential on topics such as Philadelphia Phillies, American Idol, True Blood and holidays such as Halloween and Valentine's Day.
- **Effectively direct and mentor diverse editorial staff** including freelance writers and interns. Develop workflow schedule, ensure deadlines and goals are met. Plan and achieve editorial goals while proactively managing budget. Identify, interview and recruit qualified editorial candidates, freelance writers and interns.

ENTERTAINMENT CONTENT EDITOR

Expand customer base by acquiring/applying extensive knowledge of entertainment and pop culture to develop evergreen content, guides and blogs. Update daily online entertainment sections. Edit and manage audience-specific content including tips, trends, resources and affiliate offers.

Specialties

- Facebook
- Twitter
- Social Media
- SEO
- HTML
- Dreamweaver
- WordPress
- Blogger
- TYPO3
- tmsPUBLISHER
- Microsoft Office
- FileMaker Pro
- QuarkXPress
- QuickBooks

Greyhound Adoptions of Florida, Northeast Chapter *Newark, DE 2008-Present*

WEB SITE EDITOR

Successfully raised more than \$20,000 for this non-profit organization by strategically deploying social media and e-mail campaigns that generated affiliate revenue via online raffles and auctions and other fundraising events; engaging users; creating conversion opportunities; stimulating use of commenting, forum discussions and other interactive tools. Designed, developed, delivered and maintain on a regular basis ahome4greys.org Web site.

(continued)

Jade Tree Records *Wilmington, DE 2001-2002*

MARKETING MANAGER

- **Developed and implemented marketing messages and strategies** to promote recording artists and releases. Provided customer relationship management, managed marketing and administrative staff and mail order fulfillment. Developed press materials including new release announcements, press releases and biographies as well as Web content such as artist news, biographies and merchandise descriptions. Created regular mass e-mail schedule and tracked and analyzed customer response. Created and managed official band mailing lists and internal press databases.
- **Increased sales** by maintaining message boards, chat rooms, advertising promotions, surveys, contests and reward programs. Managed relations with media contacts. Maintained direct contact with artist booking agents, domestic and foreign distributors, retail outlets and radio and press promotions regarding print and Web-based media. Licensing of music to DVD and news outlets.

CDNOW *Fort Washington, PA 1998-2001*

SENIOR EDITOR, Cosmic Media Network, a Division of CDNOW

Pioneered early implementation of affiliate marketing and social networking functionality among creative communities by producing and managing editorial and syndicated content portal, the Cosmic Media Network. Developed compelling editorial content **syndicated to 100,000+ affiliate sites** to drive traffic back to CDNOW. **Managed licensing of third-party content** from 200+ online and traditional print publications and freelance writers. Created, developed and edited niche Web site featuring interviews, reviews, features, artist picks and gossip columns to showcase independent artists.

SPECIAL PROJECTS EDITOR

Reviewed and edited editorial features for submission to national publications to gain media attention for online media retailer. Developed weekly and monthly editorial calendar and e-mail marketing targeted at entertainment industry. Wrote e-mail blasts and press releases to engage and inform customer base.

Delaware Lawyer magazine *Wilmington, DE 1997-1998*

ASSOCIATE EDITOR, MARKETING EXECUTIVE

Devised marketing strategies and conducted sales presentations to build client and advertiser base. Created supplemental advertising sections and sold advertising into these sections. Interviewed attorneys and paralegals on a diverse range of legal and personal subjects.

Yakuza Magazine

Wilmington, DE 1992-2000

EDITOR/PUBLISHER

Conceptualized, launched, promoted and operated this financially successful independent arts and travel magazine. Prepared and distributed press releases, designed media kits, scheduled promotional interviews, placed strategic print advertising and ran publicity campaigns. **Negotiated nationwide magazine placement in Borders, Barnes and Noble and Tower Books**. Managed advertising account relationships and sales to distributors, subscribers, newsstands and retail outlets. Managed all accounting, collections, banking and tax filing functions.

EDUCATION

B.A. English, Literature and Film, 1991
University of Delaware, Newark, DE