



DAVID MEISELMAN

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PROFILE

Senior marketing executive and business strategist with broad expertise in assessing markets and business problems, developing marketing strategies that leverage best practices and meet the unique needs of a company's business model and broader strategy, and delivering execution results. Strengths include expertise in:

- Go to market strategy development and planning
- Branding a company and positioning its products in a competitive market
- Achieving awareness, buzz, and mindshare
- Management of global marketing programs across multiple local markets
- Building a lead generation engine using online and offline techniques to fill the sales funnel
- Developing collateral and content that support all aspects of a company's sales and marketing, leveraging diverse media types and platforms
- Applying analytics and metrics analysis to drive the optimization of all marketing programs for desired business outcomes
- Creating compelling online customer experiences and executing the development of complex websites and mobile content platforms
- Social media programs that build community and brand affinity by engaging with customers on blogs, private communities and forums, social networks (Facebook, Twitter, etc.), and more
- Leveraging content and social programs to drive results in Search Engine Optimization (SEO)
- Driving profitable web traffic and social platform interactions via Paid Search (Google Adwords), Facebook Ads, and mobile advertising platforms
- Team leadership and professional mentoring
- Hiring and managing external agencies

EXPERIENCE

DIRECTOR OF DIGITAL WEB STRATEGY

THE HANOVER INSURANCE GROUP, WORCESTER, MA — 2009-PRESENT

- Developed a comprehensive digital web strategy for a \$4 billion property and casualty insurance carrier covering all aspects of web content and applications, customer self service, social media and community development, eMarketing programs, and mobile platforms.
- Worked across functional areas and lines of business to define organizational requirements and specific program needs and to gain stakeholder support and buy-in for the strategy and its component programs.
- Drove strategy and coordinated execution efforts to remake the company's content strategy to be digital-centric and follow best practices for web content presentation and delivery, including the movement to new content management and cross channel (web, email, social, etc.) campaign management systems.
- Leading a cross-departmental team in implementing a multi-platform digital marketing automation system that integrates web content management (Adobe CQ5), email and campaign management (Eloqua), analytics (Google Analytics moving to Omniture), distributed content and collateral for channel partners (Distribution), field sales management (Salesforce.com), and reporting systems.
- Leading a cross-departmental team in redesigning and optimizing web user experiences to support the sales efforts of partner agents, self service needs of current customers, and the main corporate website.
- Implementing a Search Engine Optimization strategy to build web traffic and grow sales leads.

INDEPENDENT MARKETING CONSULTANT, WAYLAND, MA — 2009

- Advised a global pharmaceutical company on how to optimize their multi-country paid search program to meet their required conversion volumes while maintaining their cost-per-acquisition.
- Defined web content and search marketing strategies to help a television production company monetize its broadcast shows on the web. Redefined the company's messaging hierarchy and marketing materials to improve sales outcomes.
- Developed a go-to-market strategy and search and social media marketing programs to drive customer acquisition and retention for an online educational tutoring company with a SaaS product/service.
- Created a new website, blog, newsletter and other digital communications vehicles to build the professional seminar business of a product development consultancy.

VICE PRESIDENT OF ONLINE MARKETING

TRANSPARENT LANGUAGE, NASHUA, NH — 2004-2009

- Grew the online/direct-to-consumer business for an educational software company from a minor program into a profitable, multi-million dollar line of business with a dedicated e-commerce and marketing staff, multiple vendors and service providers, and a solid web systems and reporting infrastructure.
- Built country-specific online stores and partnered with electronic software vendors with local expertise to reach consumers in multiple global markets across the Americas, EMEA, and Asia/Pacific.
- Built a “freemium” customer acquisition model with free software downloads leading to premium purchases. Acquired over 4,000,000 users and grew a multi-million address permissioned email list.
- Drove tens of millions of web visits via Paid Search, SEO, email, Free Software Downloads, Affiliate programs, Social Media, YouTube videos and partner/reselling channels.
- Drove a set of paid search campaigns that returned \$5.00 in sales/dollar of spend. Created an SEO program that drove prime keywords to top Google rankings and increased organic search traffic by 50% in 4 months.
- Built a distributed language enthusiast community across blogs and social networks (Facebook, Twitter, etc.)
- Drove the development of a web 2.0 content syndication system with embeddable widgets for use in social media, on user blogs and websites. This system leveraged users’ social graphs to present content to more than 4,000,000 visits each month and drove thousands of incoming links to improve search engine rankings.
- Led the successful launch of a set of mobile apps in the iPhone AppStore and drove them to top rankings in category via mobile advertising programs (AdMob) and partnering with Apple for AppStore features.

VICE PRESIDENT OF MARKETING

NOBILIS SOFTWARE, BOSTON, MA — 1999-2003

- Successfully grew the Marketing function of an enterprise software company from a single resource to a 10-person team with multiple outside vendors and agencies and a multi-million dollar annual budget.
- Led the successful launch of a workflow software product that generated 30+ articles and analyst reviews across leading media (such as InformationWeek and InfoWorld) and analysts and won BEST OF COMDEX at the leading technology show and Network Computing Magazine’s PRODUCT OF THE YEAR award.
- Defined product positioning and established Nobilis as a BPM innovator through an integrated awareness campaign leveraging PR and media/analyst coverage, advertising, by-lined articles, white papers, trade shows, webinars, email newsletters, and guerilla marketing (e.g. the Nobilis ice-cream truck).
- Drove thousands of qualified leads into the sales process and nurtured them via email marketing.

DIRECTOR OF INTERNET BUSINESS DEVELOPMENT

PHOENIX MEDIA COMMUNICATIONS GROUP, BOSTON, MA — 1999

- Created revenue-sharing partnerships for co-branded content from BostonPhoenix.com (local music, news, and events) and people2people.com (dating and personals) with Lycos, MediaOne, Infoseek, and more.

PRESIDENT AND FOUNDER

A3 SOFTWARE / EXCHANGE MARKETS DEVELOPMENT, WAYLAND, MA — 1994-1998

- Founded a company that offered an online art/antiques/collectibles exchange and integrated business inventory software, before the advent of other exchanges like eBay.
- Led company from business plan through team building, product development, marketing launch and sales.
- Managed the research, specifications, and development process for 3 major products/services.
- Concluded strategic marketing alliances, VAR/private label, and channel distribution relationships with dozens of partner organizations. Created a network of affiliate websites.

MARKETING MANAGER, BANCWARE, BRAINTREE, MA — 1992-1994

- Led the creation of all marketing programs and materials (brochures, demos) for a bank software vendor.
- Increased press coverage by 800% and sales leads by 150%.

FINANCIAL CONSULTANT, MERRILL LYNCH, VIENNA, VA — 1989-1991

- Implemented marketing plan to acquire clients and sell investment products.
- Ranked at top of peers in Accounts Opened, Assets Gathered, and Commissions Generated.

EDUCATION

JOHNS HOPKINS UNIVERSITY

SCHOOL OF ADVANCED INTERNATIONAL STUDIES (SAIS), WASHINGTON, DC — 1987-1989

Master of Arts in International Economics & European Studies awarded in 1989.

SCHOOL OF ARTS AND SCIENCES, BALTIMORE, MD — 1984-1988

Bachelor of Arts in International Relations awarded in 1988.