

DAVID J. MEISELMAN

Senior Marketing Executive

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Profile

Senior marketer with a proven track record of developing innovative and cost-effective marketing plans to create company awareness, establish product positioning, acquire new customers, build customer relationships, and grow sales and profits. Effective at both strategy development and tactical execution across traditional and online marketing programs. Recognized as an excellent manager who builds and mentors great teams and effectively leverages external agencies. Strengths include expertise in:

- Go-to-market strategy and planning
- Business model development
- Corporate awareness and PR
- Product positioning / message development
- Development of marketing materials, websites, collateral, and packaging
- Budgeting and forecasting
- Team leadership and professional mentoring
- Cross functional project collaboration
- Product launches
- Lead generation and database marketing
- Online customer experience development
- Paid Search Campaigns (Google Adwords, etc.)
- Search Engine Optimization (SEO)
- Social Media Marketing (Facebook, Twitter, etc.)
- Email marketing and list development
- eCommerce conversion optimization
- AB / Multi-variate testing

Experience

Independent Marketing Consultant, Wayland, MA, www.davidmeiselman.com (2009-Present)

- Defined web content and search marketing strategies for a television production company to help it monetize its broadcast shows on the internet. Redefined the company's messaging hierarchy and refined its marketing materials to help improve sales.
- 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.
- Created a new website, blog, newsletter and other communications vehicles to build the professional seminar business of a product development consultancy.

TRANSPARENT LANGUAGE, INC., Nashua, NH
Vice President, Online Marketing

www.transparent.com
(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 a "freemium" customer acquisition model with free software downloads leading to premium purchases. Acquired **over 3,000,000 users** and grew a **multi-million address permissioned email list**.
- Drove millions of web visits via Paid Search, SEO, email, Free Software Downloads, Affiliate programs, Social Media, YouTube videos and partner/reselling channels.
- Built a **distributed social community** of language enthusiasts across topic-specific **Facebook** pages, blogs, **Twitter** accounts, and social apps on **MySpace** and other **OpenSocial** networks.
- 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 **distributed content** toolset leverages users' social graphs to present content to more than **4,000,000 visits** each month.
- **Saved** the company **over \$500,000** by renegotiating service provider contracts.

NOBILIS SOFTWARE, Boston, MA
Vice President of Marketing

www.nobilis.com
(1999-2003)

- Successfully **grew the Marketing function** of an enterprise software company from a single resource to a 10-person team, multiple outside vendors and agencies, and a multi-million dollar annual budget.
- Led the **successful launch of a new workflow software product** that generated **over 30 articles and analyst reviews** across leading industry media (such as InformationWeek and InfoWorld) and analysts and won the prestigious **BEST OF COMDEX award** at the leading technology show and **Network Computing Magazine's Business Applications - PRODUCT OF THE YEAR award**.
- Established Nobilis as a BPM innovator through an integrated positioning 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).
- Defined product positioning, trained company and partners on product messaging, and acted as a product spokesman for the press and at speaking engagements.
- Generated thousands of qualified leads through marketing programs across events, telemarketing, direct mail, email, and poly-bagging trial software CDs in magazines and trade show guides.

PHOENIX MEDIA COMMUNICATIONS GROUP, Boston, MA
Director of Internet Business Development

www.thephoenix.com
(1999)

- Created and managed **revenue-sharing partnerships** for co-branded content and services from company's sites, including people2people.com (dating and personals) and BostonPhoenix.com (local music, news, and events).
- **Negotiated partnerships with Lycos, MediaOne, and Infoseek.**

A3 SOFTWARE / EXCHANGE MARKETS DEVELOPMENT, Wayland, MA
President & Founder

(1994-1998)

- **Founded a company** that offered an online art/antiques/collectibles exchange and integrated business software, before the advent of other exchanges like eBay.
- Led company from business plan authoring, through team building and **product development**, to **marketing launch and sales**.
- Conducted primary product market research, wrote functional specifications, and managed 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.

BANCWARE, Braintree, MA,
Marketing Communications Manager

www.bancware.com
(1992-1994)

- Led a campaign to increase brand awareness for a bank asset/liability software vendor. Resulted in an **800% increase in press coverage** and a **150% increase in sales leads**.
- Led the development of all company brochures and product demos.

MERRILL LYNCH, Vienna, VA,
Financial Consultant

www.ml.com
(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

The Johns Hopkins University

Nitze School of Advanced International Studies (SAIS) Washington, D.C.
Master of Arts in International Economics & European Studies awarded in 1989.

School of Arts & Sciences Baltimore, MD
Bachelor of Arts in International Relations awarded 1988.