

David J. Burzynski

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DIGITAL MEDIA AND MARKETING DEVELOPMENT EXECUTIVE

Cross-Functional and Multi-Industry Experience

Manager, leader and collaborator with over 20 years of experience offering marketing, business development and product development experience. Well-rounded with expertise in digital marketing, web development and technology development in various industries as well as brand and marketing strategy development for digital advertising, commercial television advertising and other forms of media.

Professional Experience

CABLE ONE / WASHINGTON POST – Phoenix, Arizona

2011 – Present

Director of Digital Media

- Manages and leads team responsible for Online Direct Response Advertising, Web and Digital Property Development (Marketing/Ecommerce/Customer Service), Social Media, Digital Customer Service and TV Everywhere Integration.
- Responsible for Marketing Development, Brand Strategy and Product Development.
- Increased website sales conversion rate by over 516% and increased web sales as a contribution to Cable ONE's overall sales by 567% within the first two years of employment.
- Significantly reduced Cost Per Acquisition for Online Advertising by 77% and increased Mobile sales by 416% within the first two years with Cable ONE.
- Responsible for increasing Social Media followers by over 3000%.
- Successfully developed digital customer service tools and digital customer service flow ultimately deflecting a minimum of 94% of customer contacts month over month.
- Managed and drove the development of Cable ONE's TV Everywhere product for authentication integration of over 30 Television Programmers including HBO GO, Watch ESPN, Fox and others.

Cable ONE is one of the top ten cable TV and internet providers in the US and is a Graham Holdings Company/ Washington Post Company.

LIFELock – Tempe, Arizona

2007 – 2010

Director of Online Marketing

- Managed three specific teams responsible for Online Direct Response Advertising, Web and Digital Property Development, Social Media, and Affiliate Marketing Management.
- Contributed to LifeLock's 1600% growth over an 18 month period.
- Responsible for LifeLock's website and digital property development including planning and testing for website development and metrics; successfully lifted the conversion rate over 100 basis points.
- Achieving a 40% lower Cost Per Acquisition than the company's overall effective CPA, responsible for all Online Direct Response Advertising including planning, developing and executing all display ad campaigns in accordance with corporate branding and direct response goals. Specifically responsible for the development and testing of all online creative including display advertising, landing pages, online video and PPC advertising text.
- Reducing the Cost Per Acquisition by 40%, responsible for Search Engine Management/ Pay Per Click / SEO Advertising for LifeLock on both branded and non-branded terms.
- Affiliate Management – Managed 25 key affiliate networks, aggregators, and direct affiliates cumulatively bringing over 10,000 affiliates worldwide. Managed cost per acquisition on new LifeLock members to be 38% less than the company's overall direct response marketing cost per acquisition.

AVNET – Tempe, Arizona
Product Marketing Manager

2005 – 2007

- Developed and executed Avnet-NetApp marketing plan as well as those plans of Avnet-NetApp Value Added Resellers (VAR) in accordance with overall goals and strategies.
- Responsible for driving the Avnet-NetApp Marketing team and developing campaigns to end users including messaging, copy, and creative as well as execution and ROI measurement; average end-user-to-appointment conversion - 18%.
- Managed relationships with resellers to continuously grow Avnet's NetApp business as well as nurture resellers to higher partner levels and increased training accreditation.
- Worked directly with other Avnet product lines to create solutions-based selling campaigns.

WESTERN FINANCIAL, LLC – Philomath, Oregon
Director of Marketing

2002 – 2005

- Within ten months, through Bank Regulatory, Federal Government, and MasterCard compliance, developed three separate and unique Stored Value Debit MasterCard® products and brands and MasterCard® compliant websites.
- Built and managed a multi-national technology team while serving as the Project Manager that created and developed proprietary technology, through SQL and ASP.NET/C# development, that can sustain hundreds of separate card programs and millions of card holders simultaneously.
- Recruited and signed on distribution and affiliate partners creating a retail distribution network of over 14,000 retail locations.

HITPLAY MEDIA, Santa Monica, California
Vice President – Marketing

2000 – 2001

- Led the marketing team to create, develop and complete new brand and execute on subsequent marketing plan (including logos, collateral, trade shows, among others) to transform the company from web-based entertainment company to an ad serving technology company/ASP.
- Led the technology team to develop and complete a product which empowered video content websites as well as video serving platforms to maximize advertising inventory and increase effective CPMs.
- Simultaneously led a sales group that sold over 40 million available advertising impressions per month, thus not only producing paid advertising revenue but also ad serving revenue from the websites themselves for use of the advanced technology.

ENGAGE MEDIA / ADSMART (a **cmgi** company), Woodland Hills, California
Director – International Sales

1997 – 2000

- Managed design, execution, and evaluation of interactive advertising campaigns for client success (revenue and/or branding).
- Increased sales for entire agency by 200% leading the agency to grow exponentially.
- Created and Founded the International Division of Engage/Adsmart and was promoted to Director of International Sales. Established multiple contractual relationships with Canadian, European and Asian advertising representation groups expanding the global sales force by over 45%.
- Created and executed implementation and workflow for strategic alliances. Managed global team to represent and sell interactive ad space for over 400 web sites (including Motortrend Online, Kiplinger Online, Los Angeles Dodgers Online, etc.) increasing sales by 20%.

Education

CHAMINADE UNIVERSITY OF HONOLULU, Honolulu, Hawaii
Major: Bachelor of Arts, **International Studies** **Minor:** French