

DANIEL BOUDET

Website Manager, Digital Marketer and Developer

danielboudet.com West Palm Beach, FL

EXPERIENCE

Interactive Manager

Cultural Council of Palm Beach County 📅 03/2013 - Current
📍 Lake Worth, FL

The Cultural Council supports local artists and arts organizations, and promotes the county as a cultural tourism destination. In my role, I operate the Council's extensive website, manage our digital presence and provide analytical insight to inform marketing and advertising strategies.

- Directed the launch of a completely redesigned website, more than tripling website traffic to over 617,000 sessions/year since 2014
- Established and continue to optimize a \$10,000/month AdWords account
- Implemented more advanced website analytics tracking to help facilitate increased engagement and conversions
- Conducted UX and ADA/WCAG compliance improvements based on user testing, persona evaluation and current web standards audits
- Since 2014, we've seen a 39% increase in time spent on site, doubled online event registrations and grown online memberships and donations 42%
- Improved email marketing practices and processes, and established cohesive branding guidelines for all Council communications
- Regular collaboration with agency developers to design quarterly tourism-focused landing pages targeted to select national feeder markets
- Directed third-party developers in the migration and redesign of the Council's countywide events calendar and local artist directory
- Supervisor to the Content Producer and Editor

palmbeachculture.com

Online Product Coordinator

The Palm Beach Post 📅 08/2011 - 02/2013 📍 West Palm Beach, FL

- Oversaw all website analytics for all Palm Beach Newspapers sites, providing regular insights to sales managers, advertisers, content producers and executive management
- Produced advertiser-sponsored emails
- Managed email databases, working with the circulation department to sync email and print subscribers
- Worked with developers and third-parties to troubleshoot classifieds feeds
- Administered Facebook and standalone contests, including page design
- Flighted and provided reporting for digital advertising campaigns
- Developed landing pages for special sections and mobile advertising
- Administration of the user-generated photo sharing site, PennyPix

Sales Assistant

The Palm Beach Post 📅 12/2009 - 08/2011 📍 West Palm Beach, FL

- Advertising support for inside sales team
- Backup to our online classifieds and email customer service

Internet Marketing Coordinator

The Palm Beach Post 📅 02/2008 - 12/2009 📍 West Palm Beach, FL

- Consulted with developers and newsroom staff on SEO and UX best practices for new microsites, apps and blogs
- Produced detailed monthly analytics reports and analysis for executive management, advertising and editorial departments
- Email design and database management
- Online contest administration and page design

EDUCATION

**B.A., Business Administration,
Specialization in Mass
Communication**

University of Florida

📅 2000 - 2004

SOFTWARE / TOOLS

Content Management Systems

WordPress

Medley (Django)

TrustedPartner (ColdFusion)

TeamSite

Email and Customer Engagement

Constant Contact

MyEmma

ExactTarget

Privy

SurveyMonkey

Google Products

Analytics

Tag Manager

AdWords

Search Console

Maps Platform

My Business

Developer Console (APIs)

Other Tools

CloudFlare

Amazon Web Services

Git (Bitbucket)

GoDaddy Web Hosting

Adobe Creative Cloud

Knack

Caspio

[Omniture] SiteCatalyst

Hootsuite

Facebook Insights

Microsoft Office

Coding Languages

HTML

CSS

PHP

Javascript

Linux/Apache (basic)

Python (basic)

EXPERIENCE

Technical/Data/Online Coordinator, Florida Pennysaver

The Palm Beach Post 📅 06/2006 - 02/2008 📍 West Palm Beach, FL

- Generated and formatted detailed monthly sales reports using GQL database query software and Excel
- Admin support for FlaPennysaver.com and PennyPix - photo sharing site
- Provided first-level technical support for sales teams

TOP SKILLS

WordPress



UX



Analytics



Digital Advertising



SEO



Web Development



PPC



Email Marketing



Contests/Promotions



Landing Pages



REFERENCES

*To respect their privacy (and inboxes), please contact me directly for references.

VOLUNTEERING

Email Marketing Producer

South Florida Interactive Marketing Association (SFIMA)

📅 04/2013 - 10/2014

- Email production for monthly events using ExactTarget and MyEmma
- Collaboration with board members to optimize subject lines and copy

CURRENT ONLINE TRAINING



The Advanced Web Developer Bootcamp (Udemy)

I started learning HTML and web design from MySpace. Web development has come a very long way, and I've worked hard to follow along with the incredible evolution it's taken. This course covers many of the latest and greatest capabilities of HTML5, CSS3, Javascript and more. And to me, it's like a great book that's hard to put down at the end of the night.



The Modern Python 3 Bootcamp (Udemy)

Python is a new language for me, but the [general] syntax isn't hard to pick up compared to others. The capabilities are amazing though... Ultimately, I'd love to work more closely with AI and IoT in the future. I'm hoping this course (one of many) will help lay the groundwork for some interesting projects for my Raspberry Pi. Meanwhile, I'll just continue to add more and more components to my smart home.