

# JOHN DATERS

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**Executive leader in digital marketing** across various private, nonprofit, government and education verticals. Proven successful adoption of holistic, integrated and goal-oriented marketing strategies that use data to drive narratives that move audiences to action and businesses to profit.

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**Education:** B.A., Lewis & Clark College, Portland, OR; Communications/Psychology

## PROFESSIONAL EXPERIENCE

**Vice President, Client Services:** SyncShow, Westlake, OH

**February 2020-Present**

Managerial oversight of roughly 20 employees (86% of company) within a multi-million dollar B2B advertising agency focused on manufacturing, transportation/logistics, professional services and SaaS industries. Provide executive-level leadership to a multidisciplinary team of expert marketers. Oversee the double-digit, year-over-year revenue growth across all verticals, while working with staff to maintain client results through measurable ROI.

**Director, Digital Marketing:** Quest Digital, Cleveland, OH

**February 2018-February 2020**

Responsible for operating and growing a full-service digital marketing agency for both the travel/tourism, and nonprofit verticals. Soon after taking over, I moved the company past its first \$1MM in annual revenue and into its first year of profitability. Managed development and project management staff, while directly providing comprehensive strategic oversight to all client campaigns across the entire portfolio. Strategic customer partner through discovery of the client needs, competitive analysis and in-depth understanding of clients' business needs and obstacles.

**Senior Account Strategist:** SyncShow, Rocky River, OH

**September 2017-February 2018**

Account Manager in charge of sales within the B2B manufacturing space. Assisted clients seeking to grow their sales and marketing with inbound and website build strategies and training.

**Director, SEO:** Fathom, Valley View, OH

**September 2014-September 2017**

Director of over \$4MM in annual managed revenue within the SEO division. Managed a staff of 12 SEO experts across multiple client verticals, including B2B, higher education, consumer goods, and healthcare. Set expectations, best practices, reporting and other business-critical activities to ensure division profitability and success. Responsible for sales support and client renewal to support overall company growth. Provide executive-level solution support for top-tier clients.

**Web Services Coordinator:** Cleveland Metroparks, Cleveland, OH

**July 2011-September 2014**

Managed all aspects of Cleveland Metroparks website presence - the second-largest park system in Ohio. Sites saw a monthly website visitation count of roughly 150,000 sessions with approximately 20% increase in visits year over year. Responsible for \$100,000 in managed project budget for new website feature builds. Oversaw complete rebuild and launch of all flagship websites, including a major metropolitan zoo, park district and golf websites across eight courses. Trained cross-departmental staff on administration of the website products.

**Web Communications Specialist:** The MetroHealth System, Cleveland, OH

**August 2010-July 2011**

Managed online content for the third-largest hospital system in Northeast Ohio. Worked directly with various hospital departments to improve their online presence. Worked with medical department contacts to identify needs, goals and obstacles in improving their online presence. Presented web findings, processes and achievements to diverse audiences. Maintained and updated high-touch website with roughly 150,000 monthly sessions.

**Website Content Manager:** Weaver Multimedia Group/MMG Worldwide; Colorado Tourism Office

**January 2005-June 2010**

Sole Content Manager for Colorado.com, the official tourism website for the state of Colorado. Site saw an average of 750,000 monthly sessions. Proposed, researched, wrote, edited more than 500 online articles, eNewsletters and other content deliverables. Managed contributing writers, designers, programmers and administrative assistants. Edited, added and maintained more than 7,000 business listings and 3,000 events. Built professional relationships and became the POC for major statewide organizations and private businesses, including the Colorado Restaurant Association, Colorado Ski Country, Colorado River Outfitters Association, Colorado Wine Board and others.

#### **TECHNICAL EXPERTISE:**

SEO, PPC, Display/Native Advertising, Multiple CMS, AP Style, HTML, CSS, Google Tag Manager, Google Analytics, Facebook/Instagram Ad Manager, LinkedIn Campaign Manager, BrightEdge, Ahrefs, SEMRush, Email Automation, Content Marketing, Google Business Profile, Google Search Console, Bing Webmaster Tools, Mailchimp, Moz Local, HubSpot, HotJar, Lucky Orange, Google Optimize, TTD, Choozle, More

#### **CERTIFICATIONS:**

Google Analytics, Advanced Google Analytics, Google AdWords, Google Tag Manager, Google Business Profile, HubSpot, BrightEdge, Crucial Conversations

#### **AWARDS:**

International Davey Awards: Government Website, MarCom Award:Government Website, Savvy Award:Overall Website, W3 Award: Best in Class Government Website, WebAward: Government Website, National Apex Competition: Most Improved Website, RUBY Award: Best Travel and Tourism Website in Ohio, RUBY Award: Best Marketing Campaign

#### **SPEAKING/TEACHING ENGAGEMENTS:**

BVU Nonprofit Leadership Summit, CSU Monte Ahuja College of Business Manufacturing Management Program, PRSA of Cleveland, University of Akron, Ohio Travel Conference, Ohio Tourism Association, Ohio's Appalachian Country, Michigan Association of CVBs, Indiana Tourism Conference