

Dan Natale

Digital Marketing Strategy

North Wales, Pennsylvania

215-260-4793
dan@dannatale.com
www.DanNatale.com

Marketing leader with 15+ years of measurable success and hands-on experience spearheading revenue growth, lead generation, and brand amplification for small firms and Fortune 500 companies.

Armed with deep expertise across digital marketing, demand gen, branding, campaign management, and more. Ready to maximize ROI, accelerate growth, and shape the future success of visionary brands.

EXPERIENCE

Intention.ly | May 2022 - Present

Head of Digital Marketing & Demand Generation

At Intention.ly, I spearhead growth for 50+ financial services firms (fintech, wealthtech, lenders, advisory, and asset managers) with tailored digital marketing solutions and demand generation strategies. My hands on leadership encompasses:

- Drove growth for over 50 financial services firms through optimized paid and organic search strategies, significantly enhancing lead generation opportunities.
- Presented marketing campaign outcomes and strategic insights to C-level executives, showcasing data-driven decision-making and results.
- Managed and optimized paid media budgets across multiple channels, ensuring maximum ROI and effective media buying and planning.
- Led impactful multi-channel marketing campaigns (including social, display, email) and crafted targeted content strategies, bolstering brand presence, and website traffic,.

STP Investment Services | April 2021 - May 2022

Director of Marketing

Heading up marketing at STP Investment Services, I led strategic marketing initiatives to acquire new clients and promote the firm's investment operations services. My responsibilities included:

- Developing and executing digital marketing campaigns, including SEO, paid ads, and social media, to generate leads and pipeline for STP's front, middle, and back-office offerings.
- Creating and managing the marketing budget and analyzing marketing performance to optimize ROI.
- Leading product marketing efforts by defining positioning, messaging, and go-to-market plans for new service launches

EXPERIENCE

Orion | March 2020 - April 2021

Director, Demand Generation and Digital Marketing

Orion's SaaS platform empowers over 2,220 RIAs and IBDs managing \$1.5 trillion in client assets. Lead a high-impact 6-person marketing team to activate key advisor segments through targeted lead gen, content marketing, social media, and digital campaigns. Reporting to the CMO, core responsibilities:

- Led a 6-person digital marketing team, implementing strategies that directly contributed to pipeline growth and revenue gains.
- Oversaw content marketing, email, social media, SEM, ABM, and digital advertising campaigns to generate and nurture leads.
- Developed and executed paid search, SEO, and social media strategies to reduce CPA and maximize ROI.
- Managed an annual paid media budget of over \$5M, ensuring optimal allocation across channels to drive results.

Lincoln Financial Group | May 2017- Feb 2020

Director, Digital Marketing

Lincoln Financial Group is a Fortune 250 company that operates multiple insurance and investment management businesses. In this role, I served as the SME for digital marketing within the employee insurance line of business. My primary focus was developing a digital marketing strategy, managing digital advertising campaigns, and overseeing the B2B email marketing channel. Key responsibilities:

- Oversee the digital channel, implement best practices and automation strategies.
- Create digital-focused marketing plans annually.
- Responsible for managing paid digital advertising strategies and campaigns.
- Design and manage thought leadership, webinars, and other content campaigns.
- Develop contact segmentation strategies for key accounts.

Entech | October 2013 - May 2017

Senior Marketing Manager

Entech empowers large financial institutions with innovative lending technology solutions. Direct full-stack marketing strategy and execution for the company's core lending software product line. Core Responsibilities:

- Develop and execute integrated go-to-market plans to drive adoption among target financial institutions
- Lead marketing team to produce engaging content, whitepapers, webinars, and assets
- Oversee digital marketing campaigns across paid search, social, and organic channels
- Consult with sales and external clients to refine marketing strategies and messaging
- Analyze performance data to optimize lead generation and sales funnel velocity
- Manage marketing budgets and set clear ROI goals for each initiative

EXPERIENCE

Drexel University | Jan 2011 - October 2013

Digital Marketing Manager

Managed digital marketing strategy and direct to consumer lead generation for Drexel University Online. In this position, I oversaw the search marketing channel and paid digital media with a multi-million dollar ad spend across 100 different degree programs.

- Responsible for multi-million dollar PPC spend and SEO strategy
- Lead and initiated A/B and multivariate testing of landing pages and microsites
- Manage multiple agency relationships across search, email, display, and other ad networks
- Developed media plans and bought media across seven different verticals
- Directed both OOH and local advertising campaigns
- Performed marketplace and competitive research and analysis
- Negotiate media and agency contracts, insertion orders, RFPs, and agency contract renewals

Logo Design Guru.com | Nov 2007- Jan 2011

Marketing Manager

Promoted to this role to help support the digital marketing efforts of one of the web's leading e-commerce providers of crowdsourced design. I managed a team of onsite and offshore marketing coordinators and drove new customer acquisition.

- Direct and supervise onsite and offshore marketing team
- Provide art direction for company websites and sales collateral
- Develop and manage all brand standards and identity
- Manage Search Engine Optimization (SEO) and Paid Search (PPC) campaigns
- Complete web traffic analysis using Google Analytics and provide detailed reporting
- Conceive, implement and track email marketing campaigns to new and existing clients
- Grew Affiliate program revenue year over year by 87% and increased affiliate conversion rates
- Produce and execute lead-generating webinars and events

Education

Bachelor of Arts, B.A. Journalism
Pennsylvania State University

Bachelor of Arts, B.A. History
Pennsylvania State University

Certifications

- Google AdWords Certified 2023
- LinkedIn Marketing Strategy
- Hootsuite Social Media Certified
- Google Search Fundamentals Certified
- HubSpot Inbound Marketing Certified
- Hubspot Marketing Platform Certified 2023