

# Daine A. Dvorak

Marketing professional with 6+ years of experience in website development, social media management, content development and marketing, business development – branding – automation, PPC marketing, SEO, and more with a desire to help grow your business.

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## OBJECTIVE

Looking for a full-time digital media marketing opportunity that I can apply my wide array of skills while still presenting a challenge to feed my desire for on-going learning to maintain competitive edge and deliver powerful results that result in goal succession and large revenue growth. I am looking for something that is challenging, rewarding, and involved with other people. I always apply myself to the highest measure and truly believe I can do anything with the right motivation.

ACHIEVEMENTS	SKILLS
<ul style="list-style-type: none"><li>• Led strategic development of internet marketing (SEO/SEM) campaigns to improve clients' website ranking, traffic and brand awareness. As a result, organic traffic for the top 3 accounts increased by approximately 83% compared to previous year.</li><li>• Increased Facebook fans by 481% for 4 Local service/product Businesses through social media marketing, eblasts and engaging promo videos.</li><li>• Directed programs and designed campaigns that launched the company and had a revenue growth of over 65K in 7 months after launch.</li><li>• Achieved SERP domination with 80+ 1st place Google rankings for competitive keywords such as towing, jump start, and roadside assistance. Secured golden triangle visibility on valuable internet real estate.</li><li>• Created 3 businesses that are generating over 50K a year from an idea the client had.</li><li>• Launched advertising campaigns, and SEO markup that increased traffic to NOCIX.net site by 190% in a 6 month period.</li><li>• Successfully launched 3 new e-commerce and 6 business service websites in the last 12 months.</li><li>• Increased online net sales by 290% for Veterans Press by creating a Video course (2014) for business that need yearly HIPAA Compliance Training</li></ul> <p>And much more..</p>	<ul style="list-style-type: none"><li>• Critical thinking and reasoning for problem solving</li><li>• Strategic and Analytical Thinking</li><li>• Time and Organization management</li><li>• Self-motivated and goal oriented</li><li>• Flexibility and Adaptability</li><li>• Business automation</li><li>• Website development</li><li>• IT support</li><li>• Customer service</li><li>• Developing strategies for and identifying new marketing campaigns to maintain competitive edge.</li><li>• Data entry and retrievable</li><li>• Willingness to learn and teach others</li><li>• Identify, develop, implement, and maintain new time-saving software solutions</li><li>• Adobe Creative Suite</li><li>• Experience troubleshooting problems remote and on-site technology issues (Desktops, laptops, devices, tablets, etc.)</li></ul>

## EXPERIENCE

**JETTLIFE TECH** Full-service marketing Focused on helping forward thinking organizations achieve their business goals through strategic positioning across Google, Facebook/Twitter/Instagram and other platforms  
Overland Park, Kansas August 2016 – Present <https://JETTLIFETECH.com> (Still Developing)

*Owner / Content Developer / Client Manager / Business Growth Strategist*

- Duties included but not limited to brand strategy, positioning, market research, pricing structure, product sourcing, vendor management, customer service, and social media management.

**Pro-Tow, LLC.** Professional Towing & Roadside Recovery Service, FreakyFast Towing Service in Johnson County  
Serving 32+ Years. Pro-Tow is Johnson counties #1 Local Towing company; and FREAKYFAST.

Overland Park, Kansas August 2016 – Present

*Marketing Director / Web Designer and Developer / On-Site IT Support / Business Development*

I have developed the following website from scratch, Created all marketing materials (from video editing, to graphic ad display network, to YouTube Advertising, over the last few months, layout, user flow, design, images, videos etc. <https://protowllc.com/> Super-Fast Mobile Site using Google AMP: <https://protowllc.com/amp>  
<https://liftnlockllc.com/> <https://ship2auction.com/>

- Director of marketing & website development/Uptime for Pro-Tow, LLC. & LIFT N LOCK, Inc. & Parking Enforcer LLC. Marketing, Web Development,
- On-Site & Off-Site IT Tech Support
- Digital media marketing Strategist
- Developed, support, and perform network marketing on LIFTnLOCK, Inc.
- LIFTNLOCKLLC.com built entirely from top to bottom, designed layout, wrote all the text, shot & edited all the photos & video's, and coded the entire site in 3 weeks. Launched 12/25/2016

**NOCIX** Formally known as "DataShack", NOCIX is an affordable VPS and dedicated server provider based in Kansas City, MO. NOCIX specializes in offering budget friendly, highly reliable solutions for your mission critical hosting needs. We currently operate out of our own private data center in North Kansas City, Missouri, USA.

Kansas City, Missouri January 2017 – Present <https://www.nocix.net/>

*Search Engine Optimization Specialists*

- Developed a Search Engine Optimization Strategy that once implemented increased website views by 190%
- Developed proprietary AdWords Account structure.
- Maintain Google AdWords Account
- Maintain Search Engine Optimization Against Industry Ever Changing Trends

**Outpatient Surgery Magazine & Beltex, Inc.** *Outpatient Surgery Magazine* serves as a meeting place and a marketplace for decisionmakers in facilities where ambulatory surgery is done. Beltex is a manufacturer of OEM belts used on conveyor food processing for the food industry, working with brand names like Weber, Tyson.

Shawnee Mission, Kansas August 2015 – August 2016

*Accounts Manager Assistant / Workflow Automation Specialist*

- Assisted in Day-To-Day communication with medical equipment manufacturer clients for advert placement.
- Identified optimal advert positions for medical equipment manufacturers next to upcoming articles that would provide optimal exposure.
- Designed and deployed e-blast to sell service subscriptions.
- Developed custom product pricing algorithm for Beltex products.
- Developed and implemented many day-to-day business automation workflows. (example: Remote locking system to keep building secure and to solve rekey issue with employee transitions.)

**GradSpecs, LLC.** Custom Web design & Development Company

Lenexa, Kansas June 2015- August 2015

*SEO Marketing Director-Freelancer*

- Create website Return on Investment (ROI) projections based on keywords, traffic, sales, conversion
- Monitor, Analyze, and develop comprehensive reports of website/social media traffic data
- Develop SEO Marketing plans
- Optimize websites for search engines
- Create, implement, and track Ad Campaigns
- Create custom responsive analytic dashboards for clients

**Restaurant Mechanical Services** Sole Provider of all HVAC needs and light mechanical repair for all Starbucks & Pizza Huts within 100-mile radius.

Lenexa, Kansas April 2015 – June 2015

*HVAC Technician*

- Repaired all heating and cooling units at all Starbucks & Pizza Huts within 100 miles
- Installed new industrial 5-10-ton air conditioning/heating units at Starbucks
- Repaired or installed new instant hot water heaters at all Pizza Huts
- Maintained A/C systems in all food cases, fridges, and freezers at Starbucks and Pizza Hut
- Repaired or installed all light and plumbing fixtures at all Starbucks & Pizza Huts within 100 miles

**Capstone Bookkeeping** Professional Accounting Software Advising, Bookkeeping and Accounting Company

Lenexa, Kansas January 2015 – April 2015

*Office Manager / Onsite IT Support / Client Account Manager*

- Data Entry
- Managing multiple clients monthly accounts, reconciling accounts, paying bills, and completing payroll audits
- Managed and reconciled 10+ business bank accounts, credit cards, etc.
- Managed multiple hotels bank accounts, payroll, and credit cards
- Built a custom computer server to allow the business to increase efficiency by 78% due to being able to work remotely on clients banking files and provided the best security encryption to allow bank protocol transfers

**EMR Legal, Inc.** National consulting firm specialized in healthcare law and regulations

Overland Park, Kansas June 2013 – January 2015

*Marketing Director Assistant*

- Implemented and maintained automated project tracking solutions involving multiple users
- Research and development of business software solutions
- Assistant web designer focusing on end user results
- Customer, vendor and prospective partnership relations
- HTML, WordPress Plugins, Constant Contact updates, back-end technical issues problem solving
- Maintained and organized client data

**Veterans Press, Inc.** National publishing house creating and selling HIPAA healthcare law books and training material.

Overland Park, Kansas June 2013 – January 2015

*On-Site IT Support, Accounts Payable/Receivable, Assisted with Administrative Duties*

- Maintained online products
- Developed, implemented and maintained online client training module
- Increased online net sales by 290%
- Automated business task to increase office productivity by 23%
- Excelled in customer service/problem solving issues
- Developed inventory control tracking system
- Accounts receivable/payable with emphasis on monitoring merchant service providers
- Managed Quickbooks including: invoices, sales receipts, estimates, and payments

- Onsite IT support duties including but not limited to: day-to day updates and alerts, training workforce on network updates, Quick Books, technical support for phones, Garmin updates, LCD projection systems, laptops, webinar preparation, and in-house wireless connectivity
- Maintaining office professionalism and office beautification projects
- Interior modifications needed for space issues and workflow
- Develop/implement marketing ideas
- Research new marketing strategies
- Assisted with national conventions onsite and offsite

**Brock Plumbing LLC** Plumbing Professional service provider that does all things plumbing, including the replacement of house main drain lines to public sewage, to replacing toilets, sinks, and remodeling bathrooms.

Lenexa, Kansas                      2013 – Present

*Apprentice*

- Assist with everything from grabbing tools to building new bathrooms
- Manage entire jobs by myself

**Dakin Development**                      Carpentry, handyman, home remodeling, and disaster repair company.

Lenexa, Kansas                      July 2012 - May 2013

*Carpenter*

- Assisted supervisor with finishing projects
- Built everything from a brand-new deck to remodeling a kitchen
- Fine Carpentry
- Drywall specialist
- Painter

EDUCATION

**Saint Thomas Aquinas**    Overland Park, Kansas                      May, 2010

*High School Diploma, GPA 3.5*

**University of Kansas**    Lawrence, Kansas                      August 2010 – May 2011

Completed 28 Credits of General Education Classes

**Johnson County Community College**    Overland Park, Kansas                      August 2011 – May 2012

**Continued Self Education** through online courses that specialize in particular subjects or staying up to date with industry leaders published information on strategies, techniques, and how they correlate to create my own proprietary methods that are proven effective.

SPECIAL INTERESTS

- Cutting edge technology breakthroughs, and new tech on retail market.
- Search Algorithm Changes and how they directly impact local businesses
- Video production and how design influences people to act.
- Car audio systems installation, fiberglass fabrication and custom design
- Research and develop personal home automation software, and hardware
- 3d Printing and CAD design
- Continued learning about scientific breakthroughs in technology, health, and space
- Exploring cutting edge technology science

*References available upon request.*