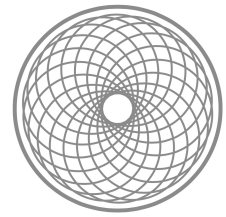


DAVID SCHUSTER

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PROFESSIONAL SUMMARY

Visionary change agent with career-long record of success integrating best practices and driving continuous improvements across digital marketing campaigns

Accomplished digital marketing professional capable of boosting traffic, engagement, conversions, and search rankings through strategic email and social media management. Recognized for monitoring competitive markets to develop innovative online concepts and strategies that boost growth and productivity in alignment with Section 508 requirements. Dedicated professional with excellent interpersonal and communications skills, who consistently delivers results on time and under budget.

CORE COMPETENCIES

- Strategic Planning
- Digital Marketing
- Web Content Management
- Campaign Management
- Search Engine Optimization (SEO)
- Data Analysis
- Policy Development
- Regulatory Compliance
- Reporting

PROFESSIONAL EXPERIENCE

ZERO TO THREE, WASHINGTON, D.C., MAY 2019 TO NOVEMBER 2019

WEB/EMAIL SPECIALIST (CONTRACT)

- Spearheaded cross-functional teams in optimizing content on the company's websites and microsites, from publishing copy with a content management system to resolving technical issues.
- Directed the full email marketing lifecycle via Pardot, including creating email templates, segmenting marketing lists, and managing sign-up forms.
- Reviewed and reported on web and email analytics to inform future decision making.
- Reviewed existing web content plans and current positioning to differentiate strategies while complying with organization standards.
- Created themes, content, market segmentation models, and brand messaging for digital content for multiple departments across the organization.

DEPARTMENT OF VETERANS AFFAIRS, WASHINGTON, D.C., FEBRUARY 2017 TO DECEMBER 2018

WEB CONTENT SPECIALIST AND TECHNICAL LEAD (CONTRACT)

- Troubleshoot and resolved web development and other technical issues, conducting tests to diagnose 404 errors and ensure Section 508 compliance.
- Administered Liferay CMS for the Web Content Strategy Team, including updating web content pages and deploying maintenance/outage alerts on the My HealthVet website.
- Implemented SEO techniques, such as meta descriptions and key search terms, to improve search rankings for web pages.
- Monitored and reported monthly performance and user interaction metrics across websites and newsletters, using Google Analytics.

THE USO, ARLINGTON, VIRGINIA, JULY 2013 TO NOVEMBER 2016

WEB CONTENT PRODUCER

- Established a standard operating procedure for ensuring website compliance with Section 508.
- Executed administrative duties in Adobe Experience Manager and Ektron CMS, including performing user maintenance, synchronizing folders, and setting permissions.
- Built and maintained USO Center websites; tracked usage and page statistics for all; and generated monthly reports for USO managers and department heads.
- Authored training manuals and conducted training on Extron CMS for staff and international clients, enabling them to effectively maintain and update USO webpages.

ARLINGTON HYPNOTHERAPY, ARLINGTON, VIRGINIA, APRIL 2013 TO JUNE 2013

FREELANCE SOCIAL MEDIA STRATEGIST

- Created content for and managed all aspects of the business' WordPress blog and social media channels (e.g. Google Plus, Facebook, Twitter, Yelp).
- Utilized Google Analytics to monitor traffic and user engagement on social media channels.

CHEVY CHASE AUTOMOTIVE, BETHESDA, MARYLAND, APRIL 2011 TO JANUARY 2013

DIGITAL MARKETING AND SOCIAL MEDIA SPECIALIST

- Formulated email and social media engagement strategies to drive dealership brand recognition and promote sales across newsletters, Facebook, Twitter, etc.
- Maintained the company's WordPress blog and website content, using a proprietary content management system; ensured compliance with Section 508 Accessibility Requirements and Acura's corporate website standards.
- Reported website changes, updates, and user engagement metrics to dealership owners and managers on a bi-weekly basis.

EDUCATION

- AWS Certified Solutions Architect – Associate Certification Program (2020)
- Career Studies Certificate in E-Commerce – Northern Virginia Community College (2013)
- Bachelor of Arts - Management Information Systems, University of South Florida (2000)

PROFESSIONAL AFFILIATIONS

Digital District 2009 - 2017
Management Information Systems Society 1996-2000

VOLUNTEERISM

Digital Marketing Consultant, DontWiden270.org February 2020 - current

ADDITIONAL INFORMATION

Languages: English, Spanish

Technical Proficiencies: Web Content Management Systems, Google Analytics, WordPress, Dreamweaver, JIRA, HTML, CSS, Bootstrap

Interests: 80s Pop Culture, Swimming, Jazz Music, Web Design, Personal Fitness, Computer Technology