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Objective

Marketing Manager in an organization seeking to create, manage, and track innovative marketing programs.

Summary

Highly motivated and productive marketing professional with eclectic experience marketing in an international franchise/corporate environment. Especially skilled in identifying and neutralizing both departmental and campaign deficiencies, as well as accomplished in creating, implementing, and maintaining new departments and programs. Offers exceptional graphic design skills and effective image management.

Areas of Accomplishments and Experience

Payless Car Rental System, Inc. (6/2003-Present)

Manager of SEO, Revenue Development, and Marketing (7/2004-Present)

- Developed Payless Perks customer reward program.

- Developed and maintained in-depth reporting for source of business, utilization, year-to-year revenue variances system-wide and franchisee specific.

- Assisted franchisees regarding all aspects of rate management and coordinated efforts to increase revenues and vehicle utilization.

Manager of Search Engine Optimization/Marketing Coordinator (1/2004-7/2004)

- Researched, created, and managed Search Engine Optimization department. This included standard operating procedures, training manuals, and re-optimization of all Payless websites. This resulted in the website being listed in the top three pages of major search engines for designated search phrases.

- Hired and trained an employee to oversee and maintain the Search Engine Optimization. Promoted within one year over Rate Management and Revenue Development department, as well as continued responsibility over Search Engine Optimization and Marketing.

Marketing Coordinator (6/2003-1/2004)

- Outlined proposal for eliminating outsourcing by restructuring departmental responsibilities and utilization of company assets. Proposal resulted in the creation of a structured marketing department, elimination of outside consulting for advertising/marketing, decrease in company expenditures, and personal employment requested by then company president, Michael J. Harley.

- Created and maintained marketing image standards for Payless Car Rental, as well as logo image standards for sister companies (Payless Car Sales, Payless Parking, Payless Self Storage, REZlink, and Avalon Global Group).

- Created and managed marketing programs including the layout, design, and submission of banners, advertisements (print/electronic), and advertising campaigns.

- Tracked and reported progress of electronic advertisements.

- Researched, proposed, and pursued partnerships.

- Created content for advertisements, newsletters, collateral material, and manuals.

- Promoted within one year to create and manage Search Engine Optimization department, as well as continued responsibility as Marketing Coordinator.

Education

Miami Dade College (2005)

Associate's of Arts: Marketing/Accounting

St. Petersburg College (2002-2004)

Some College Coursework

Dunedin High School (1999)

Graduate: High School Diploma

Affiliations

Phi Theta Kappa

Honor Society: St. Petersburg College/Miami Dade College

Skills

Adobe Photoshop

Adobe Illustrator

Adobe In-Design

Macromedia Fireworks

Macromedia Dreamweaver

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Microsoft Access

Microsoft Frontpage

Microsoft '97, NT, and XP

Search Engine Optimization

Portfolio available at <http://www.iloki.net>.

References available upon request.