

# Daniel Banks

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## EXPERIENCE

### **Fan Interactive Marketing, Phoenix, AZ — *Digital Marketing Analyst***

MAR 2014 - Present

Main responsibilities: managing the CRM and email marketing efforts of several major sports & entertainment clients

### **Fender Musical Instruments, Scottsdale, AZ — *Web Producer***

MAR 2011 - MAR 2014

Main responsibilities: developed marketing campaigns, web development, graphic design, photography and email marketing

### **Phoenix Suns, Phoenix, AZ — *Sr. Digital Designer***

AUG 2007 - JUN 2011

Main responsibilities: email marketing, web development, game coverage, and created engaging written and video content for social media and the team website

### **San Antonio Spurs, San Antonio, TX — *Internet Manager***

OCT 2003 - JUL 2007

Main responsibilities: email marketing, web development, produced engaging videos and interactive features for the team website

## EDUCATION

### **UTSA, San Antonio, TX — *Communication, Electronic Media***

JAN 2000 - DEC 2003

### **LeTourneau University, Longview, TX**

AUG 1997 - MAY 1998

## HIGHLIGHTS

Over 16 years experience in digital communication.

Expert in audience segmentation and strategy.

Skilled in video production and photography.

Expert in Salesforce Marketing Cloud, Marketo, and other marketing platforms.

Experience in promoting and documenting live events.