

DAN BROWN

PRODUCT, BRAND & MARKETING

Work Experience

- 2015 - 2016 **Director of Marketing Production**
BitTorrent Inc
- Drive marketing projects, web projects and creative campaigns
 - Manage web team and developers
 - Work with functional/agile teams to drive user growth, revenue, product launches and content initiatives
 - Create and organize tasks for sprints
 - Wireframing and website architecture
 - Coordinate with designers, developers and stakeholders to define web roadmap
 - Maintain responsibilities of Editorial Director
- 2012 - 2014 **Editorial Director**
BitTorrent Inc
- Oversaw brand strategy, copywriting, tone, web content, and brand campaigns
 - Wrote, pitched and drove a billboard campaign that generated 1k press articles worldwide and 41 million Internet mentions
 - Worked on over a half-dozen products including BitTorrent Sync which grew to over 2 million monthly users in its first three months
 - Launched viral campaign to raise awareness around Net Neutrality. Generated over 1 million viewers, 110.6k retweets and was a top 10 post on Reddit
 - Produced several in-house videos with over 1 million combined views
 - Member of a small team team that grew BitTorrent's torrent clients from 100 million to over 170 million monthly users, doubled online conversation around BitTorrent and raised brand awareness by 14%
- 2011 - 2012 **Community Marketing and Product Support Manager**
BitTorrent Inc
- Created the BitTorrent Blog (now over 300k monthly readers)
 - Developed a social strategy for BitTorrent. From 2012-2015, social followers grew from 30k to 1.5 million
 - Built support portal, escalation procedures, support analytics, analytics and email marketing campaigns
 - Pitched and built BitTorrent Labs. This enabled several alpha/beta products to acquire hundreds of thousands of users within weeks
- 2010 - 2011 **Community Marketing Specialist**
BitTorrent Inc
- Created and launched DivX Blog
 - Launched a social strategy that generated millions of monthly impressions and over 100k social followers within the first year
 - Served as brand ambassador at CES, barcamp, SXSW, and GDGT
- 2007 - 2010 **Community Media Expert**
DivX Inc
- Subject matter expert for DivX Codec and DivX Webplayer
 - Built a beta testing community to gather and relay feedback to product team
 - Developed a support process that cut average response time in half
- 2006 - 2007 **Media Specialist**
University of California, Davis
- Produced videos for informational, promotional, and educational viewing
- 2002 - 2007 **Founder/Principal**
Everglow Media
- Provided services for audio recording, web design and digital video

Contact Information

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Education

Major: Technocultural Studies

University of California, Davis

Social

[linkedin.com/in/slightlyoffbeat](https://www.linkedin.com/in/slightlyoffbeat)
twitter.com/slightlyoffbeat
[instagram.com/slightlyoffbeat](https://www.instagram.com/slightlyoffbeat)
[foursquare.com/slightlyoffbeat](https://www.foursquare.com/slightlyoffbeat)
github.com/slightlyoffbeat

Strengths

Product Launches	Video Creation
Brand Strategy	Communités
Campaigns	Web Design
Content Strategy	Market Research
Web Design	Wireframing

Skills

Creative Suite	Sketch
Trello	HTML/CSS
Final Cut	SEO
Wordpress	Balsamiq
Analytics	Microsoft Office
Desk.com	Javascript

Interests

Brewing	Cooking
Running	Traveling
Biking	Videography
Drumming	Web Design
Woodworking	Guitar