

DAKOTA REIDER

MARKETING DIRECTOR

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PROFESSIONAL PROFILE

As an experienced, results-driven marketing director, I have spearheaded, rehabilitated, and revolutionized marketing departments for agencies, non-profits, educational organizations, small businesses, and arts companies. I take pride in building creative, adaptive marketing strategies backed by data and designed to make a memorable, conversion-driving impact.

CAREER HIGHLIGHTS

DIRECTOR OF MARKETING

Harbor Stage Theatre Company | Jan 2019 - Present

As the Marketing Manager for Harbor Stage – a non-profit community theatre company – I engage in grassroots, community-focused marketing tactics that build the company's audience base, consistently sell out shows, and garner the company a constant flow of donors.

- Spearheaded a total rebrand of the company, resulting in a 125% increase in brand engagement and a 150% increase in ticket sales over the proceeding 6 months
- Implemented real-time campaign management and budget adjustments leading to an improvement of ROI of 32%
- Built connections with local venues and businesses to secure sponsorships, donors, and mutually beneficial partnerships
- Oversee the marketing and production budget and achieve net profitability on all campaigns and productions

DIRECTOR OF MARKETING

TangoSquared | Aug 2021 - Apr 2022

As the Director of Marketing for TangoSquared - a digital marketing and design agency - I supervised the marketing team and consistently met ROI and sales targets for clients in a multitude of industries, including SaaS, Healthcare, Education, and Retail.

- Directed the expansion of TangoSquared's marketing department leading to an improvement in client satisfaction by 80%
- Managed a team of 8 full time employees, including marketers, graphic designers, full-stack developers, and copywriters
- Built a culture of robust data management and A/B testing leading to an average campaign improvement across all clients of 55%
- Created a client acquisition strategy that led to an increase in client acquisitions of over 100% compared to the previous year

MARKETING MANAGER

Entrada Piano | June 2020 - Aug 2021

As the Marketing Manager for Entrada Piano – a startup educational program led by world renowned pianist Fred Karpoff - I grew the company's user base from 50 people to over 400, while continually expanding and improving marketing efforts across all channels.

- Overhauled SEO practices leading to a 68% increase in meaningful search-driven traffic
- Restructured the marketing/sales funnel to include a free trial, resulting in a 200% increase in qualified leads and achieved a 70% customer retention rate. This change drove an increase in annual revenue of over 80k
- Reinvigorated email marketing efforts and increased open and click rates by over 90%

EDUCATION

Bachelor of Science, Marketing
Associate of Arts, Communications

Southern New Hampshire University GPA: 4.0

Ocean County College GPA: 4.0

NOTABLE SKILLS

- Social Media Management (all platforms)
- Data/KPI Analysis
- SEO/SEM
- Hubspot
- Adobe Suite & Video Production
- Email Marketing
- Salesforce
- Klaviyo / Mailchimp
- Google Ads/Analytics
- Paid Ads (all platforms)
- Copywriting
- Account Management