

# DAN MORENCY

WEB OPERATIONS | UX | ANALYTICS | SEO

## CONTACT

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## OTHER EXPERIENCES

### DIGITAL MARKETING SPECIALIST

Ray Skillman Auto Group | Jan 2018 - August 2018

### ADVERTISING MANAGER

The Sojourn | September 2015 - December 2017

### MARKETING SPECIALIST

PayK12 | April 2010 - August 2015

### SEO SPECIALIST

Slingshot SEO | November 2008 - March 2010

## EDUCATION

- Bachelor of Arts, Marketing
  - *Indiana Wesleyan University*
- Bachelor of Arts, Business Administration
  - *Indiana Wesleyan University*
- Graduate Certificate, MBA\*
  - *Ball State University (in progress)*

## CERTIFICATIONS

LEAD (*Ball State University*)  
Google Search Ads (*Google*)  
Google Display Ads (*Google*)  
Facebook Advertising (*Meta*)  
YouTube Ads (*Google*)  
Google Shopping (*Google*)  
Responsive Web Design (*Google*)  
UX Design (*Google*)  
Life Coaching (*Academy of Modern Applied Psychology*)  
Responsive Web Development (*freeCodeCamp*)

## CORE COMPETENCIES

- Web Operations
- Digital Experience Strategy
- Enterprise CMS Management
- SEO & CRO
- UX Optimization
- Agile Project Management
- Web Governance
- Analytics & Reporting
- GTM / GA4 / Clarity
- Localization & Content Operations
- Cross-Functional Leadership
- Digital Transformation
- Stakeholder Management
- Accessibility Compliance
- AI-Driven Workflow Optimization

## VOLUNTEER WORK

- Special Needs Counselor
- Worship Leader

## EXPERIENCE

### UNIVERSITY WEB & DIGITAL MARKETING STRATEGIST

Ball State University | May 2022 - Present

- Lead enterprise web operations and digital experience strategy across a global university ecosystem of 30,000+ web pages, aligning UX, SEO, analytics, accessibility, and digital initiatives with institutional and business objectives.
- Directed a university-wide WCAG accessibility initiative, bringing enterprise web properties into accessibility compliance in under three months through streamlined QA processes, editor training, governance standards, and large-scale remediation efforts.
- Drove personalization and experimentation initiatives through UX research, stakeholder discovery sessions, analytics analysis, and user focus groups, improving audience engagement and digital user experience across institutional web properties.
- Independently redesigned and restructured the university People and Culture website, overseeing UX strategy, information architecture, and implementation for hundreds of pages within a five-month timeline.
- Provided training, strategic direction, governance, and ongoing support for 200+ distributed web editors, improving content quality, operational consistency, and enterprise CMS adoption.
- Led SEO, analytics, and digital performance initiatives using BrightEdge, GA4, Google Tag Manager, Microsoft Clarity, AI-assisted workflows, and enterprise CMS platforms to improve engagement, search visibility, and mobile-first user experiences.
- Partnered cross-functionally with Human Resources, Business Affairs, the College of Sciences and Humanities, College of Health, Honors College, and Lifetime Learning to deliver audience-focused digital experiences aligned with institutional priorities.
- Led agile web delivery workflows including intake management, prioritization, stakeholder coordination, and enterprise web execution across high-volume digital initiatives.
- Presented analytics insights, digital strategy recommendations, and web performance priorities to senior leadership and cross-functional stakeholders to support enterprise decision-making.
- Applied AI-driven workflows and automation tools to improve operational efficiency, content workflows, analytics insights, and digital delivery processes.

### DIRECTOR OF MARKETING

Acculevel | June 2021 - Feb 2022

- Built and led the Video, Content, Advertising, CRM, and Business Analytics departments while managing \$3MM+ in annual digital ad spend and supporting company growth from \$11MM to \$31MM in annual revenue.
- Established the Advertising and Business Analytics departments from the ground up, developing scalable digital workflows, analytics infrastructure, reporting systems, and cross-functional operational processes supporting enterprise marketing initiatives.
- Led distributed cross-functional teams across content, advertising, analytics, CRM, and digital campaign operations, improving execution efficiency, collaboration, and digital performance across multiple business functions.
- Managed digital campaign ecosystems, marketing automation workflows, and business intelligence reporting initiatives to support scalable growth, operational visibility, and executive decision-making.
- Implemented agile project management workflows, automation systems, and enterprise analytics platforms including Trello and Tableau to improve delivery velocity, stakeholder alignment, and operational scalability.
- Drove SEO, CRO, analytics, and digital performance optimization initiatives through reporting, experimentation, and data-driven operational improvements supporting measurable marketing and business growth.
- Applied AI-assisted workflows and automation tools to improve operational efficiency, campaign execution, reporting processes, and digital delivery performance.
- Collaborated cross-functionally with leadership, creative, analytics, and marketing stakeholders to align digital initiatives with business priorities, roadmap execution, and organizational growth objectives.

### VP OF MARKETING AND COMMUNICATIONS

Glitch Energy | Jan 2018 - June 2021

- Directed the launch and growth of Glitch Energy Drink from inception to a revenue-generating brand through digital strategy, email marketing, and audience growth initiatives.
- Built strategic partnerships with high-profile influencers, YouTube personalities, and NBA athletes to expand brand visibility, engagement, and brand reach.
- Led cross-functional content, creative, and digital campaign operations spanning video, photography, animation, illustration, and branded storytelling initiatives.
- Managed integrated marketing and content workflows while aligning brand strategy, audience engagement, and business objectives across multiple digital channels.
- Supported scalable digital growth initiatives through campaign execution, content operations, and audience-focused brand experiences.