

Dan Lyons

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SUMMARY

Senior digital marketing and growth professional with 6+ years of experience driving performance across email, SEO, e-commerce, paid media, and content operations for enterprise brands and high-growth startups. High-impact teammate, leveraging data-driven, full-funnel strategies to build scalable marketing systems, boost organic traffic, enable efficient campaign execution, expand partnerships, and support sustained revenue growth.

EXPERIENCE

Havas Media Group (fka Channel Bakers)

Remote

Creative Marketing Consultant

Aug 2019 – Present

Amazon retail media and omnichannel marketing agency serving global consumer brands

- Led email marketing strategy for Panasonic and Technics USA, managing programs across accounts generating \$3.6M in combined platform revenue and \$1M+ in directly attributed email conversions.
- Increased email-driven revenue by 337% YoY through advanced segmentation, audience expansion, and performance testing across campaigns reaching 2.89M recipients (+73.35% YoY).
- Achieved a 42.36% open rate, up 42% YoY, through refined subject line strategy, send-time testing, and audience personalization at enterprise scale.
- Doubled conversion rate YoY and reduced bounce rate by 53.37% through data-driven optimization of messaging, targeting, and HTML email template performance.
- Directed Amazon detail page optimization and A+ content strategy for Panasonic, Dell, HP, and Speedo, strengthening product visibility and supporting omnichannel revenue growth.
- Collaborated with Panasonic stakeholders to relaunch its North America TV line on Amazon and the brand website, aligning copy and creative to better engage distinct customer segments.

Our Farms

Remote

Marketing & Content Operations Manager

May 2024 – Jan 2026

Farm-direct e-commerce marketplace connecting regenerative agriculture suppliers with direct-to-consumer buyers

- Scaled the farm-direct marketplace from 2 to 50+ suppliers by researching targets and aligning each brand to marketplace schema rapidly expanding product selection and platform adoption across a Shopify-based multi-vendor stack with 36+ active seller storefronts.
- Accelerated startup growth as employee #3, contributing directly to 127% year-over-year revenue growth from 2024 to 2025 through core content, SEO, and drove marketplace infrastructure development to a headless Shopify Storefront with a customized multi-vendor backend.
- Architected SEO and on-site content across location, service, product, and FAQ pages, culminating in a full metadata optimization pass covering 494+ product pages with custom meta titles and descriptions to improve organic visibility and conversion performance.
- Designed and implemented centralized project management workflows, leveraging AI automation to scale content production and drive faster delivery cycles across a fully remote team.
- Migrated supplier SKUs into the Shopify-integrated marketplace, developed and implemented Ecommerce SOPs across 558+ product listings, 2,000+ variants, and product data across all vendor storefronts to enable a scalable multi-vendor e-commerce experience.
- Managed multi-vendor taxonomy and metadata strategy across 146 product collections and 3,200+ collection-product relationships, improving product discoverability and supporting continued marketplace expansion.

Cause Inspired Media

St. Augustine, FL

Senior Content & Marketing Specialist

Jan 2024 – May 2024

SEO & Brand Manager

Jan 2022 – Dec 2023

Marketing & Brand Specialist

Apr 2021 – Dec 2021

Marketing agency helping nonprofits grow awareness, engagement, and fundraising through digital strategy & campaigns

- Piloted and scaled the agency's SEO program across 30 concurrent nonprofit clients, translating technical findings into clear strategies that generated \$15,000 in new Monthly Recurring Revenue (\$180,000 annualized).
- Executed technical SEO, site restructuring, and on-page optimization initiatives, driving an average 65% YoY increase in organic traffic and securing 40+ new Page 1 rankings for high-intent, mission-driven search terms.
- Developed audience-focused content strategies and optimized metadata, boosting average organic Click-Through Rate (CTR) from 2.1% to 4.8% across core client landing pages.
- Aligned nonprofit messaging with search intent to strengthen campaign relevance, resulting in a 35% increase in organic newsletter signups and volunteer inquiries.

South Park

Los Angeles, CA

Production Assistant

Aug 2018 – May 2020

- Coordinated multi-department production logistics for a weekly animated series on 6-day cycles, supporting on-time delivery across storyboard, animation, editorial, and post teams.
- Maintained production schedules, distributed critical materials, and served as liaison between staff and talent, helping ensure consistent delivery of broadcast-ready episodes under tight deadlines.

LBI Entertainment

Century City, CA

Executive Assistant & Talent Coordinator

Apr 2016 – Dec 2017

Boutique talent management and film and television production company based in Los Angeles

- Facilitated contract agreements for film and TV projects including La La Land, First Man, Black Sails, and Patriot, helping secure favorable terms and support high-value productions.
- Served as liaison between talent, agents, and internal teams while analyzing project performance in Excel, providing leadership with data-driven visibility into portfolio value.

EDUCATION**Bachelor of Arts in Screenwriting**

Chapman University

Orange, CA

SKILLS

Digital Marketing & Growth: email marketing, lifecycle marketing, SEO, keyword research, on-page optimization, content strategy, conversion rate optimization, audience segmentation, A/B testing, Amazon detail page optimization, A+ content, e-commerce optimization

Marketing & Analytics Tools: Google Ads, Google Analytics, SEMrush, Constant Contact, Adobe Campaign, email platform management

Web & Technical: HTML, CSS, WordPress, Shopify, metadata optimization, taxonomy management

Content & Creative: copywriting, ad copy development, UGC concepts, video scripting, brand voice development, Adobe Creative Suite, After Effects, Premiere Pro, Final Cut Pro

Project & Workflow Management: Asana, ClickUp, cross-functional coordination, workflow development, project scheduling

Data & Productivity: Excel (VLOOKUP, pivot tables), Microsoft Office, Google Workspace