

# Dan Masters

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## Summary

- More than 10 years of gathering customer software requirements and providing solutions.
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## Experience

### Jr. Web Product Manager, Solarwinds

08/2009 to 10/2009, Austin, TX

- Gathered and assessed analytic data and internal feedback in order to plan and execute A/B tests with the goal of increasing visitor acquisition and conversion.
- Management and tracking of web project enhancements for the programs group to improve lead quality and increase revenue.
- Collaboration with the web, programs, and development groups to document processes and procedures in order to streamline web enhancements, program initiatives, and development.

### Freelance Web Consultant, idano.net

01/2009 to 08/2009, Round Rock, TX

- Designed and developed over 50 websites including ecommerce sites, blogs, and web applications with an extensive list of satisfied clients.
- Setup and author of a personal blog network consisting of 15 blogs that get 90% of their traffic from natural search and generate \$20k + of revenue a year.
- Management of multiple simultaneous web projects utilizing multiple development teams in various geographical locations.

### Product Manager, Coremetrics

02/2006 to 01/2009, Austin, TX

- Gathered requirements and managed the rebranding of a web analytics benchmark index that was used heavily by product marketing as a key differentiator against our nearest competitor.
  - Led the planning and development of the redesign of a web-based demo system for the sales organization which lead to a record sales quarter.
  - Reorganization of the customer feedback process in order to aggregate and translate the requests into future product enhancements.
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## Education

### Devry University - 2006 to 2007

- Sales and Marketing major

### Cottonwood School of Ministry - 2000 to 2002

- Public Speaking major