

Darin Swan

609 Park Blvd., Lansing, MI 48910

248-703-3543 | digdug113@yahoo.com | thedarinswan.com

EXPERIENCE

Adjunct Professor | Kellogg Community College | 2021 – Present

Responsible for instruction of GRDE 211 – Design for New Media, GRDE 210 – Design for the Web, and GRDE157 – HTML/XML via the Moodle open-source Learning Management System (LMS).

Senior Digital Marketing Specialist | Sparrow Health System | 2019 – Present

Responsible for strengthening Sparrow's presence in the digital space by developing and delivering new content and functionality for Sparrow.org and its related web properties, as well as working with the marketing team to take advantage of emerging technologies and digital mediums. Support internal clients' needs for online communications and expand Sparrow's suite of digital services (e.g., mobile site/app, social media, email marketing, etc.) in the interest of both patients and caregivers. Additionally, manage the development and execution of Sparrow's social media strategy, email marketing programs, site optimization through use of Google Analytics and SEO best practices, and other digital marketing activities for the system. Served on the COVID-19 Innovation Team, providing direct support to senior leadership during the pandemic.

Adjunct Professor | Delaware County Community College | 2017 – 2019

Responsible for curriculum development and delivery of DPR 100 – Introduction to Information Technology – through the Canvas LMS.

Account Strategist | Annodyne, Inc. | 2017 – 2018

Leveraged industry best practices and client analytics to develop buyers' journeys, generated detailed personas, created informed stories that guided digital and traditional marketing campaigns, supporting government, higher education, pharma, and additional verticals. Optimized client conversion funnels through various testing methodologies and provided custom reporting and analysis, establishing and exceeding baseline Key Performance Indicators (KPIs).

Web Strategist | Children's Hospital of Philadelphia | 2015 – 2017

Developed and managed the implementation of strategic recommendations in support of online marketing and advertising campaigns, focused on philanthropic endeavors, as well as peer-to-peer fundraising, and special event promotion. Additionally, managed brand search, display, video, and social media campaigns. Developed custom personas and targeting segments for selection in various advertising and email campaigns. Responsible for establishing custom reporting KPIs and providing detailed analysis for internal stakeholders and executive management.

Account Strategist | Harte-Hanks | 2011 – 2014

Responsible for the agency team dedicated to Luxottica North America's interactive e-commerce campaigns, focused primarily on email marketing. Additionally, provided strategic consulting on digital campaigns with a variety of clients in the retail, pharmaceutical and healthcare verticals. Generated qualitative and quantitative reporting and analysis for campaigns, focusing on the optimization of specific key performance indicators through a variety of testing methodologies.

Senior Interactive Strategist | DDC Advocacy (Omnicom) | 2010 – 2011

Created online marketing strategies for Fortune 500 companies in support of their advertising, marketing, government advocacy and public affairs programs. Created media plans, demographic targets, and personas based on industry trends and consumer research. Provided campaign reporting and analysis to internal and external stakeholders.

Adjunct Professor | Kellogg Community College | 2008 – 2009

Developed curriculum and instructed students in Design Lab, Introduction to the Mac, Introduction to Graphic Design, Adobe Photoshop, Illustrator, and Tennis.

Vice President, Senior Digital Account Planner | Campbell-Ewald (IPG) | 2008

Developed digital account plans in support of Chevy's online strategy.

BBDO Detroit (Omnicom) | 2001 – 2008

- Account Supervisor | 2003 – 2008
- Sr. Email Marketing Services Mgr. | 2002 – 2003
- Web Designer & Strategist | 2001 – 2002

Interactive Creative Director | Core Communications, Inc. | 2000 – 2001

Adjunct Professor | Kellogg Community College | 2000 – 2001

EDUCATION

- MS Cybersecurity | University of Maryland University College
- MA Strategic Intelligence | American Military University
- BA Political Science | Oakland University
- AA General Studies | Kellogg Community College

AWARDS

- 2017 Philly DMA Interactive Website | Annodyne | Ann Arbor, MI CVB
- 2006 DMAD "Target Award" | BBDO Detroit | Jeep Snowboard Super Jam
- 2005 DMAD "Target Award" | BBDO Detroit | Jeep Mountain Madness

URLS

- LinkedIn – <https://www.linkedin.com/in/darinswan/>
- Academia – <https://umuc.academia.edu/DarinSwan>