

# DYLAN RODRIGUES

DIGITAL MARKETING & ACCOUNTS MANAGER

DYLANJRODRIGUES@GMAIL.COM | (407) 920-7996 | DYLAN-RODRIGUES.COM

## PROFESSIONAL SUMMARY

A Certified Digital Marketing Professional and Professional Certified Marketer in Digital Marketing with experience in website design and development, digital marketing, content management systems, SEO strategy, B2B marketing, and agency management. I am seeking a role to utilize my experience in website management, web strategy, and cross-functional communication between stakeholders. I am an experienced website leader who possesses strategic thinking, strong communication skills, and the ambition needed to drive a company's web strategy and operations.

## PROFESSIONAL EXPERIENCE

### PANASONIC AVIONICS CORPORATION

Product Marketing Manager

*Sept 2021 - Present*

Responsible for planning and executing marketing plans and strategy to ensure the success of Panasonic Avionics Corporation (PAC)'s in-flight connectivity portfolio. Work closely with PAC internal teams, airlines, and external agencies to analyze complex end-to-end solutions to identify and meet customer and market needs. Manage creation of customer-facing corporate messaging and collateral to support marketing programs, corporate strategy goals, and sales campaigns.

- Own and drive the strategy, design, development, testing, and launch of the in-flight connectivity web page on PAC corporate website
- Develop customer-facing collateral materials for sales and marketing teams to use at customer meetings, tradeshows, and training sessions
- Coordinate with the creative team to ensure all customer-facing materials are compliant with brand identity, including tone, layout, and design
- Develop and manage customer marketing portal that houses marketing assets for airlines to use to promote their connectivity offerings to end-passengers
- Research and review industry trends, customer feedback, market problems, and competitor information to identify areas for improvement to connectivity portfolio strategy
- Develop, in coordination with Product Line Managers, go-to-market plans to bring future products to market

### SATCOM DIRECT, INC.

Digital Marketing & Accounts Manager

*May 2019 - Sept 2021*

Responsible for management of strategy, design, development, testing, and launch of all corporate digital assets including websites, landing pages, email campaigns, and more. Saved over \$300,000 by bringing website development in-house while increasing organic search traffic by over 200% and number of on-page conversions by over 220%. Additionally, lead the day-to-day management of all marketing activities and needs of specialized groups within the company including SD International and all mil/gov entities.



## CERTIFICATIONS

### CERTIFIED DIGITAL MARKETING PROFESSIONAL

Digital Marketing Institute

### AMA PROFESSIONAL CERTIFIED MARKETER IN DIGITAL MARKETING

*American Marketing Association*

## EDUCATION

### BACHELOR OF SCIENCE DEGREE, MARKETING

Florida Gulf Coast University  
Fort Myers, FL

*August 2010 - December 2014*

## SKILLS

ORGANIZATION/TIME MANAGEMENT

INTERPERSONAL COMMUNICATION

ADOBE CREATIVE SUITE

WORDPRESS

HTML/CSS

GOOGLE ANALYTICS

EMAIL MARKETING

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## PROFESSIONAL EXPERIENCE CONTINUED

### SATCOM DIRECT, INC.

#### Digital Marketing & Accounts Manager (*continued*)

- Owned the strategy, planning, and execution of SD's corporate digital assets including ten web properties, campaign landing pages, email campaigns, cPanel server, social media, and event app
- Lead the design, development, testing, and launch of the updated SD corporate website in June 2021 that featured an optimized user experience, increased functionality, improved back-end performance, and aligned with our brand messaging of delivering "world class aviation technology"
- Monitored and measured metrics of all web properties via Google Analytics to evaluate performance and identify ways to improve conversions and overall user experience
- Increased unique open rate of customer email newsletter by over 4% while also decreasing bounce rate from 11.2% to 0.92% in just two years
- Partnered with Brand and Creative team to produce images, videos, and other digital assets for use on all web and digital properties
- Owned and managed the relationships with external agencies to support campaign activity and initiatives, including online SD store, SD blog, collateral portal, Cvent, and more
- Collaborated with internal teams, including Product, Sales, and Marketing, to support content strategy development and delivery across multiple channels
- Researched, tested, and implemented technologies to ensure that all web properties were functional and optimized across all browsers, devices, and operating systems
- Worked closely with Legal and Information Security to ensure that web properties were compliant with all security, compliance, and GDPR requirements
- Developed, in collaboration with Sr. Director of Marketing and respective departments, the marketing strategies for SD International, COMSAT/SD Communications, and SD Land and Mobile

#### International Marketing Manager

*July 2018 - May 2019*

Managed the day-to-day marketing activities and needs of all SD International (SDI) operations including EMEA, APAC, and LATAM regions while supporting the development and execution of the long-term marketing strategies for SD International.

- Executed the marketing initiatives for all of SDI including global trade shows and events, marketing collateral, advertising campaigns, and more
- Managed the international marketing calendar to effectively schedule email campaigns, trade shows and events, advertising, and activities
- Oversaw the SDI marketing budget, including reporting and tracking
- Maintained effective internal communications to ensure that SDI was kept informed of all relevant company functions and marketing initiatives

#### Associate Marketing Manager

*Feb 2015 - July 2018*

Served as in-house graphic design resource, collaborating with a variety of departments to execute marketing strategies and brand campaigns, creating customer communications via email campaigns and other digital media, coordinating partner relationships to ensure consistent brand execution, managing multiple tasks with multiple priorities.

- Utilized HTML and CSS to create web-based assets, included email marketing campaigns, product landing pages, corporate website graphics, and more
- Maintain marketing digital content & asset libraries (WordPress, collateral portal, Dropbox)
- Utilized Adobe Creative Suite to create a variety of design assets including collateral, advertisements, social media and website graphics, presentations, logos, and more