

**DANIEL DUTESCO**

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**EXECUTIVE PROFILE**

- Accomplished executive with over 12 years marketing, strategy, creative, and team management experience
- 10 years agency experience
- Extensive start up, entrepreneurial and product development expertise
- Led the development of over 100 offline advertising campaigns for the retail market and over 200 website and e-marketing projects, including more than 50 e-commerce web sites
- Effective leader who can bring creative, technical and business stakeholders together to achieve success
- Experienced manager with a proven track record of leading large teams and major projects
- Skilled in marketing strategy, online brand development and interactive applications
- Strong organizational, management and team building abilities
- Experienced communicator with strong sales and presentation skills
- Solid experience developing marketing programs & campaigns, communications & collateral
- Effective conflict resolution and problem-solving skills
- Strong knowledge of online advertising and e-mail marketing best practices
- Experience with introducing business driven goals within a marketing and creative organization
- Vertical expertise in Retail, Packaged Goods, Travel, and Media/Entertainment sectors

**SKILLS**

Marketing Communications – 14 years  
 Retail Marketing -14 years  
 Online Marketing - 10 years  
 Online Retail - 10 years  
 E-Commerce - 10 years  
 CRM - 8 years  
 Brand Management - 8 years  
 B2B, B2C - Marketing - 10 years

Account Management - 10 years  
 Business Strategy – 10 years  
 Sales & Business Development – 10 years  
 Senior Management Experience – 8 years  
 Team Management – 14 years  
 Graphic Design – 8 years  
 Usability Design - 8 years  
 Advertising Creative - 12 years

**EXPERIENCE****2004 - 2006 Interactive Marketing Manager - IKEA**

- Led online marketing strategy and initiatives for IKEA Canada
- Designed and launched online newsletter program. Grew to over 400k members in 18 months. Grew small business newsletter to over 40000 members in eight months
- Tripled web traffic from 350k to 1M unique monthly visitors during the same period
- Responsible for redesign of new e-commerce checkout that will be used as worldwide model. Changes increased sales by an average of average of 30%.
- Worked toward a closer integration of web, e-mail and retail analytics and the implementation of a CRM program at IKEA Home Shopping

**2002 - 2003 Director of Marketing – TimeSpring Software Corporation**

- Created the TimeSpring brand and corporate identity
- Designed and developed three iterations of the web site
- Responsible for media and analyst relations
- Developed marketing plan and advertising campaign

## **2000-2002 NURUN**

### **2001-2002 Director Client Services Group - Nurun**

- Responsible for providing strategic direction of existing clients in Canada and the US
- Built and managed a team of 7 Account Managers and 10 Producers
- Reorganized department and work process, improving overall client satisfaction and increasing department-billing rate
- P&L business unit management responsibilities

### **2001 eMarketing Director – Nurun**

- Founded eMarketing practice
- Developed integrated eMarketing and eCRM solutions for over 20 clients
- Clients included L'Oreal Paris Canada, L'Oreal Paris USA, Lancome, Biotherm, RONA, Air Canada (Destina), Thomas Cook Travel, Pleasant Holidays (AAA) and Cirque du Soleil
- Developed user experience guidelines for most Nurun Montreal projects
- Presented at several e-marketing conferences
- Reason for changing position: Promotion

### **2000 Senior Strategy Consultant - Nurun**

- Developed strategy, functionality and content solutions for over 30 clients
- Strategy proposals were instrumental in bringing over \$5M, including Nurun Montreal's largest client.
- Reason for changing position: Promotion

## **1996-2000 GENERATION.NET**

### **1997-2000 Creative Director**

- Responsible for all Montreal, Toronto and US clients.
- Led team of eight designers on over 150 projects for clients such as Holt Renfrew, Alliance Communications, History Television, Showcase Television, The Comedy Network, Aldo, Royal LePage, McCain Foods, CHOM, Molson, Bristol Myers Squibb, The Southam Group & Astral Media
- Created company print, radio, web and TV campaign
- Devised standards and development process, increasing overall productivity, project quality and profitability
- Instrumental in growth of company from 12 to 250 employees
- Founded g1interactive, a division offering web development services to SME's

### **1996 Advertising Manager**

- Interactive strategy, creative and art direction on most projects.
- Created print, radio and web advertising campaign
- Work with creative department and contribution led to my transition

## **1992-1996 Producer –RD Studio**

- Organized more than 100 advertising campaigns for the Canadian, American and British retail markets. Clients included La Senza, Lee, Request, Buffalo Jeans, and SONY US.
- Art direction on most projects
- Work appeared in Elle, Vogue, Details, GQ, Vanity Fair and Interview magazines

## **AWARDS**

- 2005 ComScore #2 in traffic growth for top 10 Canadian retailers
- 2002 OCTAS Rona.ca / Best B2C eBusiness Site
- 2002 Commerce Magazine / Best sites in Quebec for Rona.ca (4), Archambault.ca (6), L'OrealParis.ca (11)
- 2002 Boomerang Awards Rona.ca Finalist Best Transactional Web Site
- 2002 Boomerang Awards Archambault.ca Finalist Best Transactional Web Site
- 2000 Applied Arts Digital Marketing Award Aldo Shoes
- 1999 Boomerang Awards / Best Portal UPath.com
- 1998 Boomerang Awards / Finalist – Corporate Site, Alliance Communications
- 1998 Boomerang Awards / Finalist – Media Site, History Television
- 1998 Boomerang Awards / Finalist – Branding Site, F.P.L.Q.
- 1998 Market Suite Select Site Award , Kitchen and Company
- 1998 Ultra-Cool Shopping Site Award , Kitchen and Company
- 1997 & 1998 Top 100 Internet Sites CHOM FM
- 1997 & 1998 Top 100 Internet Sites Generation Net Palace
- 1997 & 1998 Top 100 Internet Sites SAQ (Société des Alcools)
- 1998 Boomerang Grand Prize for Innovation Generation Net Palace
- 1997 Yahoo Pick of the Week , History Television
- 1997 Boomerang Awards Best electronic catalogue SAQ (Société des Alcools)

## EDUCATION & TRAINING

- E-CRM University Project Implementation Certification (2001)
- Project Management Institute, PMI Training Course (1999)
- Integrity Selling Training Seminar (1998)
- Project Management Training Seminar (1998)
- Certificate in Advertising & Marketing Concordia University (1993-1994)
- BA Psychology McGill University (1988-1991)
- DEC Health Sciences Dawson College (1986-1988)

## COMPUTER AND DESIGN SKILLS

Design: Adobe Photoshop CS , Illustrator CS

Programming: HTML 4.0, Macromedia HomeSite 5.0, Macromedia Dreamweaver MX

Office and Internet: Microsoft Office, Microsoft PowerPoint, Microsoft Outlook, Microsoft VISIO, Microsoft Project, ChangePoint, Adobe Acrobat 5.0

## LANGUAGES

English, French, Romanian