

DAVE CRAIGE

**14 Years of Building Large Digital Properties that Reached Tens of Millions
Large Scale Digital Marketing and Growth. Hired and Led Teams of 50+**

PROFESSIONAL PROFILE

Experienced website manager with strong business background, including 14 years in leadership and marketing
Proven leadership in digital marketing, campaign tracking, email marketing, digital content development, public relations
HTML5, CSS3 developer with experience in SQL, Java, Python, Ruby and PHP
Experience with React, Contentful, Go, Backbone,
Sales experience using Salesforce as a cloud solution
Extensive experience with large scale organic and paid acquisition and A/B and multivariate testing at scale
Data driven decision maker with the proven ability to make proactive decisions with large data sets
Managed all aspects of organic and paid search and campaigns that drove over 28 million visitors to numerous web properties
Excellent written, verbal, and interpersonal communicator and presenter. Skilled in creating and delivering
dynamic presentations to motivate prospective customers, clients, and teams

PROFESSIONAL EXPERIENCE

DENIMBLOG.COM

CEO & FOUNDER / SEPT 2004 - AUGUST 2016

Built DenimBlog from the ground up into largest denim site on the web with over 25 million visitors

- Managed all aspects of CMS content production and search engine optimization for 1 million+ pages of content
- Built entire operations and development staff of 56 contractual employees
- Managed large scale user acquisition and paid acquisition through Google Adwords, Twitter and Facebook ads
- Directly built peer to peer consumer marketplace, with cumulative inventory over \$3.4 million
- Led outreach and growth efforts for our 25 million visitors localized in over 100 countries
- Created and actively managed online community of 60,000+. Implemented leadership structure with community management team of 8

THE STUDIO

CEO & FOUNDER / OCT 2004 - AUGUST 2016

We are a startup studio, we build startups, do marketing consulting, optimize businesses and write books

- Strategized and built The Bunker - a premium private CEO and digital marketer network. Recruited high performing CEO's and digital marketers to one of the web's best private entrepreneurship groups. Members sites reach over 130 million visitors a year
- Built and grew The Unschool- a private entrepreneurship and education group with 180 students
- Grew marketing consulting business and on-boarded overseas tech clients
- Directed development of interactive media, sales promotion, PR, and marketing strategies
- Wrote 5 books focused primarily on startups, marketing and technology
- Worked on the ground in Japan, Philippines, India, and Colombia to directly recruit talent and grow team

INDIA ICICI MARKETING DIVISION

DIGITAL MARKETING & COMMUNICATION VICE PRESIDENT / SEPT 2006 - JUNE 2007

Lived and worked directly with marketing teams on the ground in India, helping build all aspects of their digital strategy

- Oversaw and led completely new digital focus for the organization
- Designed and implemented focused company-wide communication strategy that is still in use 10 years later
- Built out large scale schematics that were used for organizing and optimizing the entire organization
- Established clear systems for entire organization and improved communication for the 53 registered companies
- Created focused digital customer acquisition strategy to cut through the noise of competing communications within the organization
- Lead field visits to remote satellite offices located in small towns throughout India

HAITI MEDICAL MISSIONS FOUNDATION

MEDICAL MISSION MARKETING - MAY 2006, AUG 2007

Worked numerous times on the ground in Haiti with Medical Missions to help provide photography and marketing materials to better serve donors and future volunteers

- Lead communication as Spanish translator directly interfacing between patients, doctors, and nurses
- Worked side by side with nursing team to assist patients with admissions and triage
- Assisted engineering team to provide water and solar solutions for new hospital
- Studied Haitian Creole and began strengthening relationships with local community

PUBLICATIONS

400 HOUR WORKWEEK

AUTHOR / LAUNCHED JUNE 2015

Wrote the book for entrepreneurs and marketers on how to build a business. Honestly discussed the ups and downs that come with the world of marketing and entrepreneurship. Book is used as a foundation for our online marketing and entrepreneurship school that has 170 members

FASTFAST.IO - A GUIDE TO CONCIERGE COMPANIES IN SILICON VALLEY

AUTHOR / LAUNCHED FEB 2014

Closely worked with and studied cutting edge concierge companies in Silicon Valley. Wrote "Fast Fast" as one of the first books for the world of on demand concierge services. Book has been an excellent resource for future of the way work is accomplished

THE DENIM GUIDE

CO-AUTHOR / LAUNCHED MAY 2013

Wrote and co-authored one of the industries most comprehensive guides to denim. Worked directly with talented team of writers, marketers, illustrators, and designers to create well designed and easy to read book for customers who wanted to have a great overview of denim in the fashion world

KEEP CRANKING

AUTHOR / LAUNCHED AUGUST 2013

Wrote a comprehensive book on persistence and hard work. Interviewed leaders and compiled stories of incredible tenacity and hard work. Launched outreach and marketing program to get the book into the hands of influencers. Learned structure and requirements for Amazon KDP publishing tools.

LEADERSHIP

THE BUNKER

FOUNDER AND DIRECTOR / LAUNCHED OCT 2013

Founded and currently run an exclusive CEO and digital marketer group interfacing directly with 60 hand selected leaders. These tech-focused leaders have sites that reach over 130 million people a year. Established a communication and outreach strategy to best reach and communicate with these busy marketers and executives

PRODUCT HUNT

COMMUNITY MANAGER / APRIL 2015

Product Hunt is one of the most popular tech sites in Silicon Valley. Manage and currently lead the 5,000+ member group with a special emphasis on mentoring new members

EDUCATION

Franciscan University of Steubenville 1999-2003. Bachelors Degree in Marketing. Deans List. Fraternity President.

SKILLS

HTML5, CSS3 developer with experience in SQL, Java, Python, Ruby and PHP. Expertise in numerous forms of project management software including Jira, Trello, Pivotal Tracker, Asana, Basecamp and more. In 2007, team and I began building from scratch a self-designed project management tool.

LANGUAGES

Fluent in English and Spanish