DAVID W. HARRINGTON, MBA

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UNIQUE SKILLS & QUALIFICATIONS

- Technology & SaaS Content Writing
- Remote Project Experience
- SEO Writing
- Marketing Automation & CRM
- Social Media & CMS
- User Analytics & Acquisition

EDUCATION

University of San Diego (San Diego, CA)
MBA, 2011-2013
Research Project: "Case Study: MercadoLibre and e-Commerce Development in Latin America"
Scholarships: Negotiations- Buenos Aires, Argentina (2012); International Management
Consulting- Berlin & Istanbul (2012)

University of California, Santa Barbara (Santa Barbara, CA)
B.A. Law & Society, 1997-2001
Research Project: "Napster and the Digital Millennium Copywrite Act"

LANGUAGES

English- Native Fluency, **Spanish**- Professional Proficiency, **Thai**- Basic Proficiency

PRODESSIONAL EXPERIENCE

Freelance, Content Writer (Remote)   **2014-Present**
- Wrote content in the form of blogs, white papers, datasheets, case studies, infographic copy and research studies for various technology companies as follows: BitPesa, Transifex, ServiceMax, Tech in Asia and Sage Corporation.
- Ideated topics and programs with clients, developed long-term content strategies and created series of blog topics focusing on thought leadership targeted towards different executive roles as co-determined with client.
- Distributed content via Social Media and other CMS platforms while monitoring key analytics using the following tools: Google Analytics, HootSuite, Klout, Mailchimp, Blogger, Hubspot, WordPress, SalesForce, Oracle Marketing Cloud.

KatalsytM, Business Development Director (Bangkok, Thailand)   **2015-Present**
- Managed entire sales cycle for Sage CRM/ERP, Oracle Marketing Cloud and custom CRM solutions in the Thai market resulting in attainment of both new business and ongoing success current clients (Oracle Eloqua Administrator internally).
- Formulated and implemented digital marketing initiatives such as SEO, Content Marketing, Blogging and Corporate Pitch Presentation resulting in improved visibility in the APAC market and increased number of inbound leads generated.
- Coordinated pre-sales product configuration, post-sales requirements gathering, implementation roadmap, training and customer success projects using Trello to ensure maximum client success and likelihood of future upsell and cross-sell.

ServiceMax, Business Development Specialist (San Francisco Bay Area, CA)   **2013-2014**
- Communicated value-proposition of large-scale SaaS technology investment products and projects to various organizational roles from C-Level to mid-management via direct sales activities and contribution to the ServiceMax blog.
- Generated leads and developed accounts for SaaS field service software solution via cold-calling, e-mailing and marketing campaigns for a total pipeline of $3.8 million, average deal size of $77,000 and $33,000 in closed business.
- Contacted, educated and set pre-demo phase for prospects in Mid-Market and Enterprise segments in the U.S, Latin America and Spain in English and Spanish for 50+ prospect organizations in various industrial & technology verticals.

KNoodleIt, New Venture Consultant (San Diego, CA)   **2013**
- Created 5-year P/L model, revenue projections and sales commission structure for initial funding of Phase I expansion of services for e-commerce start-up, resulting in improved strategy and business model.
- Consulted on finance, sales, marketing and presentation with founders and VC advisors in preparation for Angel Investment pitch to the largest Venture Capital firm in Southern California, Tech Coast Angels.

David Laris Creates (DLC), Digital Marketing Consultant (Shanghai City, China)   **2013**
- MBA Consulting project analyzing social media trends, analytics and patterns in the Chinese market for brand expansion

Social Security Administration, Analyst (San Diego, CA)   **2006-2012**
- Investigated, analyzed and processed disability claims utilizing multiple databases and telephone contact with claimants.