Dan Galante

LinkedIn
WordPress
Tumblr
Website

Email
Direct 1-646-284-3074
Medium
Twitter

Summary: I use Marketing to increase Sales and Growth. As a Marketer, I've worked with Start Ups, a Political Campaign and a Digital Marketing Conference. I'm Certified in Inbound Marketing with classes in Marketing, Product Management, Product Marketing, SEO,SEM. I'm seeking a full-time role in: Inbound Marketing, Digital Marketing, Content Marketing, Product Marketing, Demand Generation, Social Media Marketing, Sales Enablement, Enablement, Sales Strategy, Marketing Strategy, Employer Branding, and Hybrid Roles.

I write about Sales, Marketing, and Social Media. These topics are covered from my experiences in Marketing and Sales. The blog is published on WordPress, Tumblr, LinkedIn, and Medium.

Business Writer/Blogger Sales, Marketing & Social Media Today November 2011 to Present

Grew audience organically
30,000+ followers on LinkedIn and 22,000+ followers on WordPress
Grew LinkedIn Newsletter to 5000+
Invited by organizers to attend and cover industry events, conferences and tradeshows

Marketing & Sales Enablement Consultant at EdTech Company August 2016 – August 2016

Hired to create and build out the Marketing function of the organization
This role included applying my expertise in the teacher practice to EdTech Marketing and Sales Enablement.
(Voice of the Customer) I worked in the areas of: Digital Marketing Content Marketing, Copywriting, Copyediting, Social Media Marketing, SEO/SEM keyword research, Email Marketing support, Branding, Talent Branding/Employer Branding Creating Go-to Market-Strategy, Market Research, Competitive Analysis Sales Enablement, Lead Gen/Demand Gen, Identifying new markets to sell into using Crossing the Chasm analysis, Marketing partnerships, Event Marketing

Classroom Teacher NYC DOE January 2009-September 2015

Sales, Marketing & Social Media Consultant June 2010 – March 2013

Provided Sales, Marketing and Advertising services across multiple mediums
Served as a Marketing Consultant to a specialty water start-up company where I provided the CEO/CMO with a marketing plan to take the company to the next level
Set up a Sales, Marketing and Social Media community in the form of a LinkedIn group to help connect job seekers and recruiters

Brand Ambassador Digital Marketing/Social Media **Pivot Con** April 2012-Feburary 2013

Built brand awareness for the Pivot Conference using Digital Marketing/Social Media Marketing through platforms such as Twitter, Facebook, LinkedIn, Google, Tumblr & WordPress
Placed banner ads on my website & blog
Wrote a book review & article to persuade people to attend the conference

Volunteer Election Marketing Bloomberg Campaign October 2009-November 2009

Entered data obtained from opinion polls conducted via telephone and canvassing in the campaigns marketing database
On Election Day, I used my experience in B2B Sales and Marketing to sell, and market the ideas of Mayor Bloomberg to voters

Outside Sales & Marketing Rep NYC-Manhattan Territory Diversified Dental Sales Inc.

September 2006- September 2008

I ran the New York City Sales territory selling Handpieces, Scalers, Cavitron units, Autoclaves, supporting sales on Digital Imaging Equipment, SAAS Technology capital equipment along with Dental office designing and planning through lead generation, demonstration and follow up
Took territory sales from 3k per month to 8k per month (a 167% increase) in the company's most challenging territory
Opened 50 new accounts
Had the lowest number of Accounts Receivable by number and dollar volume in the entire company
Exceeded clients' needs and expectations by employing a consultative selling approach
Learned about business and entrepreneurship/intrapreneurship through the execution of Sales & Marketing engagement strategies
This position allowed me to be in my own business without all of the expenses

Education and Training

Klue 2022-2025

Compete Week
Hands-on Workshops in Product Marketing/Sales Enablement/Competitive Intelligence/Battle Cards/Win-Loss analysis.

General Assembly 2018 to 2021

Introduction to Product Management, Essential Marketing skills, Design Thinking, Customer Journey mapping

Product Marketing Community Product Marketing/Product Management Seminar 2019
Principles of Product Marketing and Product Management

Marketing Land **Search Engine Marketing** 2019

LinkedIn Learning 2015 to Present

Independent course Work Marketing/Branding/Market Research/Content Marketing/SEO

HubSpot Academy

Marketing Certification March 2016

Wagner College
M.S in Education

University at Albany
B.A. History, English