

# Jason Glance

11022 Aqua Vista Street, Apt. 20 Studio City, CA 91602 | [jbglance@gmail.com](mailto:jbglance@gmail.com) | 412.600.6265

## Summary

I have over 15 years of experience in digital marketing. At Calvin Klein I've overseen digital media activations in North America, generating over 10M transactions in 2019. Prior to Calvin Klein, I have developed the first mobile rewards program for retailers such as CVS, Abercrombie & Fitch, Aeropostale, and Jimmy Kimmel Live. I also have extensive cannabis marketing experience, as I managed all digital marketing initiatives for a multi-state cannabis operator, Moxie and CBD supplier, HoneyColony | SimplyTransformative.

## Experience

**Director of Affiliate Marketing & AdOps :: HoneyColony | SimplyTransformative :: LA, CA Jan. '22 - Apr. '23**

- Manage end-to-end affiliate marketing initiative for Company - affiliate recruitment, network management, campaign development, communication and coordination with affiliate partners, manage performance and affiliate payouts, tracking/optimizing, creative development, and overall execution of affiliate program.
- Created new advertising assets (static, HTML and video) on a weekly basis for affiliates to utilize.
- Daily monitoring of trends and patterns from online marketing efforts and providing performance evaluation and optimization suggestions to affiliates based on analytics.
- Worked with production, operations, and e-commerce marketing leadership on strategic goals and forecasts to meet demand. Worked closely with procurement team and suppliers for all purchased material managing, pricing, lead-time, and material specs.
- Implement and manage tools and platforms critical to optimizing and driving search performance: Management of 3rd party and Search Engine tools (Google Analytics, Search Console, etc...)
- Executing actionable SEO that integrates technical, content, and product optimization opportunities: Developing on-page optimization including page titles, meta descriptions, and assist with site structure and content mapping for all keywords to URLs.
- Manage day-to-day interactions with external agencies and partners, including delivery and management of performance media campaigns and calendar, collaborating with internal cross-functional partners (i.e. merchandising, planning/buying, brand marketing, digital marketing, and site content).

**Senior Manager, Digital Marketing & E-Commerce :: Moxie :: LA, CA June '20 - Dec. '21**

- Drive conversions by leveraging sales & web analytics, administer weekly site maintenance, conceptualize email marketing strategies, manage keyword optimizations, promotions, and product merchandising.
- Manage the on-demand delivery service by handling the operations and inventory for the marketplace website HighNowDelivery.com where we carried multiple brands including Stiizy, Raw Garden with our house products.
- Manage business accounts for both brands Moxie and HighNow on WeedMaps by updating product information/listing products, creating offers, and advertising through platform to drive traffic.
- Analyze qualitative and quantitative data to identify and manage key conversion points in marketing funnel, including landing pages, website calls-to-action, and lead-generating forms.
- Create landing page deliverables such as wireframes, mockups, specifications, process flows, competitor mood boards, user personas, and prototypes.
- Manage and optimize key drivers influencing traffic, sales growth and positive ROAS.
- Own overall affiliate performance and growth for domestic/international efforts.
- Work with freelance content creators to develop weekly subject matter expert articles, while remaining cognizant of regulatory restrictions of non-FDA approved supplement call-to-actions.
- Launch and optimize all advertising campaigns through Google, Bing, Outbrain, Taboola, Facebook, and Instagram.

**Campaign Operations Manager :: Calvin Klein :: NY, NY****July. '17 - May '20**

- Provided strategic guidance and collaboration with the buying team in campaign trafficking, management, optimization, and reporting.
- Trafficked and generated all social, video and display tags with third party tracking in Facebook Ad Manager, DV360, Google Ad Manager, and DCM.
- Managed and implemented all discounted expired products on 3rd party marketplaces (Amazon & Marshalls).
- Created audience profiles by utilizing Salesforce DMP and setting up retargeting campaigns via SQL.

**Advertising Operations Manager :: Zenith Optimedia :: NY, NY****July. '16 – Jun. '17**

- Managed a team of 10 analysts and 8 media strategists for programmatic advertising campaigns.
- Trafficked and generated all social, video and display tags with third party tracking in DCM for multiple accounts.
- Secured partnerships with third party tracking systems; DoubleVerify, IAS, Barometrics & comScore.
- Managed accounts for: Verizon, JP Morgan Chase, Farmers Insurance, Coty, and KOHLS.

**Director of Client Services :: Cuebiq :: NY, NY****Jan. '13 - June '16**

- Handled the planning, design and project for ABC Network (Jimmy Kimmel Live app)
- Designed and developed web overlays for Fruit Ninja game that would provide loyalty reward points to users and to access a redemption center through the native application.
- Lead project management UI/UX Architecture for all digital products.
- Worked on designing products for their beacon Gimbal partnership where we utilized iOS Passbook to geofence users with on-demand coupons when near a brick-and-mortar store locations; Gap, Aeropostale, Banana Republic, Abercrombie & Fitch, Express and AMC Theaters.

**Technical Sales & Client On-Boarding Manager :: Netbiscuits :: NY, NY****Jun. '11 - Dec. '12**

- Successfully analyzed potential clients' objectives and created technical marketing assets to advance sales goals. Lead marketing execution efforts, pricing, and outreach to upper management.
- Built sample sites and using technical tools to achieve marketing goals of attracting potential clients.
- Executed Netbiscuits-based mobile web applications as a marketing and sales asset targeting strategic clients; Universal Music Group, USArmy, US Olympics, BET, MTV, MAYBELLINE, Public Storage

**Education**

Duquesne University, Pittsburgh, PA - BA; Communications, 2004

Point Park University, Pittsburgh, PA - MBA; Information Systems, 2009

**Technical Skills & Professional Certifications**

- Certified Google Marketing platform professional, expert hands-on knowledge and experience with DV360, Google Analytics, Google Ad Manager, Google Campaign Manager, Google Tag Manager, Google AdWords, Facebook Bluebook Certified, The Trade Desk.
- Languages: HTML, HTML5, CSS3, and JavaScript.
- Software: Affiliate platforms: Impact, Purply, ShareASale, Commission Junction, Rakuten. Adobe CS, Microsoft Office and iOS, WordPress with WooCommerce, Shopify, Magento, Drupal, Slack/Trello/JIRA/ Basecamp, MailChimp/Klaviyo/ConstantContact/SimpleTexting, Balsamiq Mockups, Facebook & Instagram Ad Manager, Twillio, Asana, Zoho, HubSpot, and Yoast SEO
- Tracking software: DoubleVerify, WhiteOps, Integral Ad Science, Adobe, Nielsen, Quora, Kochava, comScore and Facebook.