DANIEL RUYTER

TECH + MARKETING LEADER

PROFESSIONAL OVERVIEW

I am a digital leader with a proven ability to get things done and the long-term vision to inspire and grow productive teams. Builder of bridges, agile communicator, passionate technophile and dedicated marketing & technology thought leader, I span the gap between technology and marketing - a place where so many organizations struggle to realize success. I personally thrive on challenges that focus on areas of digital media, technology and product design.

In me, you'll find a unique mix of technical skill and business background, coming from diverse leadership roles spanning information technology, customer service and marketing. I "speak" developer, but I also understand the environments and circumstances in which c-level executives operate. If you're looking for a leader to bridge the gap between the customer, IT and the business, then we should talk.

CONTACT DETAILS

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RECENT CAREER HIGHLIGHTS

Senior Director, Digital Strategy

ORLANDO HEALTH, ORLANDO, FL - OCTOBER 2020 TO CURRENT

Senior leadership role in a $6.5B healthcare system. As Senior Director, I am the subject matter expert & leader for the teams that own or consult on all aspects of Orlando Health's customer and patient-facing digital portfolio, this includes, but is not limited to:

- Marketing Automation, Personalization, A/B & Multi-Variat Testing, Segmentation & Journeys
- CRM (Salesforce - Marketing Cloud, Social Studio, DMP)
- Website CMS, Hosting Infrastructure, Security & Disaster Recovery (DR)
- Mobile Applications Product Management
- Social Media Platforms (organic & paid)
- SEO & Local Data Management
- Search Engine Marketing (SEM)
- Marketing Analytics, Business Intelligence (BI), Dashboarding & Decision Support
- Digital Regulatory Compliance (WCAG 2.x)
- Content Marketing / Inbound Marketing
- Email Marketing (Salesforce Marketing Cloud)

DIR/ SENIOR DIRECTOR, DIGITAL STRATEGY - KEY ACCOMPLISHMENTS

- Achieved 10x+ Marketing ROI 2 years in a row
- 15% Lower Cost-per-Acquisition (CPA) Than Nat'l Avg
- 35% YoY Customer Lead Growth
- Established First BI Dashboards for Senior Leadership
- Implemented System's First Digital Marketing Personalization & Segmentation
- Implemented Award-Winning AI Chat
- Website Hosting Migration, Hardening & DR Plan
- Achieved Website ADA Compliance (WCAG 2.1)
- Record-Setting Org Contribution (Profit) Margin
- Record-Setting Market Share Gains
- Record-Setting Patient Satisfaction Scores
- Record-Setting Team Member Engagement Scores

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RECENT CAREER HIGHLIGHTS (CONT.)

Director, Digital Strategy

ORLANDO HEALTH, ORLANDO, FL - NOVEMBER 2017 TO OCTOBER 2020

Newly created leadership role with responsibilities including paid digital media, social media, marketing technology (MarTech), web, CRM, digital analytics & BI reporting.

Manager, Digital Media

ORLANDO HEALTH, ORLANDO, FL - FEBRUARY 2014 TO NOVEMBER 2017

Mid-level leadership role managing a team responsible for strategic and tactical ownership of Website CMS (Sitecore) and Salesforce CRM.

MANAGER, DIGITAL MEDIA - KEY ACCOMPLISHMENTS

- 12-Month Website Replatform & Redesign (Sitecore CMS)
- 30% SEO Organic Traffic Growth YoY
- Implemented System's First Online Scheduling
- Implemented System's First Online Physician Ratings
- Implemented System's First Inbound Marketing Programs & Blog

- Oversaw the launch of four-dozen digital marketing campaigns that drove millions of dollars in direct revenue.
- As manager, led a sprint team that deployed 17 feature releases in 18 months using agile methodologies (SCRUM).
- Website ADA Compliance (WCAG 2.0)

Business Analyst / Agile Product Owner

LIGHTMAKER USA, ORLANDO, FL - APRIL 2012 TO FEBRUARY 2014

Serve as the primary, client-facing digital expert on all assigned digital agency accounts with brands including Lexus, Association of Tennis Professionals (ATP), Farmers Insurance, Cars.com and other top-tier organizations.

LIGHTMAKER AGILE PRODUCT OWNER - KEY ACCOMPLISHMENTS

- Assisted in leading the establishment of best practices, developing and documenting the role.
- Demonstrated the ability to influence without authority in teams mixed with internal, client and 3rd party participants and stakeholders.

- Spearheaded creation of technical & functional requirements, SEO best practice development, digital & social media strategy analysis and go-to-market strategy for 6 Fortune 500 brands.

Co-Founder

ALPHA TREE MARKETING, ORLANDO, FL - OCTOBER 2010 TO JUNE 2012

Co-Founded Digital Marketing Agency growing annual revenues to 6-figures while working full-time in corporate Information Technology role at SunGard (Ellucian).

Application Administrator & Software Analyst / DBA

SUNGARD HIGHER EDUCATION, ORLANDO, FL - MARCH 2011 TO APRIL 2012

Corporate IT role providing technical platform & business process ownership of CA Clarity project management platform, MS SharePoint 2007 and IBM FocalPoint enterprise systems. Role was a reassignment due to IT organizational restructure.

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THE ROLES THAT GOT ME WHERE I AM TODAY

Digital Product Analyst & Software Quality Lead

SUNGARD HIGHER EDUCATION, ORLANDO, FL - AUGUST 2006 TO FEBRUARY 2011

Software development supervisory role responsible for feature definition, planning, scripting, testing and defect tracking for a team of 7 developers of a C# .NET (2.0) application using agile development methods. Role was a reassignment due to IT organizational restructure.

Manager, Desktop & Technical Services

SUNGARD HIGHER EDUCATION, ORLANDO, FL - MARCH 2004 TO AUGUST 2006

Manage internal help desk support team of three IT professionals, providing break-fix desktop troubleshooting, $2M annual department-budgeted technology procurement as well as hardware, software & peripherals support.

Software Quality Assurance Engineer

HYPERION / ORACLE, ORLANDO, FL - MAY 2000 TO DECEMBER 2003

Software (J2EE) quality lead role for client-facing requirements gathering & integration of the Hyperion Analyzer product into a suite of BI and data intelligence applications.

Manager & Trainer, Software Technical Support Call Center

SIMSOL SOFTWARE, ORLANDO, FL - APRIL 1997 TO MAY 2000

Built & supervised technical support department consisting of 8 technical support reps in a call center environment. Created and maintained documentation for all software products produced by the company, lowering support call volume by 10%.

OTHER NOTEWORTHY PROJECTS AND ROLES

- Volunteer (pro-bono photography), Orlando Health Foundation
- Published author, *Memoirs of a Dating Dad*
- Former Contributor, Skyword.com Blog in Digital Transformation
- Creator & Editor, Dadtography.com family travel blog & YouTube channel
- Microsoft SharePoint Certified Administrator (2007)
- I designed this resume myself

EDUCATION & CERTIFICATIONS

University of Central Florida

B.A. IN POLITICAL SCIENCE & BUSINESS ADMINISTRATION (MINOR)

Google A (GAIQ)
GOOGLE, INC.

Hubspot Inbound Certification
HUBSPOT, INC.