

# DARRIN NIELSON

Digital Marketing Professional

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**I will lead your team productively, optimistically, and strategically.**

As a results-driven digital marketing professional with a unique blend of strategy, design, and development expertise. I have a proven track record of driving growth through website optimization, data analytics, and multi-channel marketing campaigns. Experienced in leading **rebranding initiatives, CMS migrations, CRO analysis, and campaign execution across large-scale B2B events**. Focused on translating data into actionable insights while building high-performing digital experiences that convert.

## SELECTED EXPERIENCE

### Digital Marketing Specialist | Informa Markets

2023-Current

- Manage websites for 8 B2B brands and annual large-scale events (largest with 60,000+ attendees)
- Execute digital advertising campaigns and performance optimization
- Leverage Google Analytics to drive insights and decision-making
- Support marketing strategy and execution across multi-channel campaigns
- Built an automated ticketing system for cross-functional accountability

### Software Development Instructor | Bridgerland

2024-2026

- Taught 13+ courses covering web development, programming, and UX/UI design
- Instructed students in Python, PHP, C#, JavaScript, HTML/CSS, and database development
- Integrated AI tools and modern workflows into curriculum to align with industry trends
- Mentored students in problem-solving, debugging, and real-world application development

### Graduate Marketing Intern | Hubspot

2024

- Gained hands-on experience in inbound marketing, CRM workflows, and campaign strategy
- Supported marketing automation and lead nurturing initiatives

### Digital Marketing Coordinator | ELITechGroup

2017-2023

- Built and managed 5 websites; served as webmaster across multiple properties
- Led 4 product launches and rebranding initiatives
- Executed email campaigns for 3,000+ contacts, and created marketing collateral
- Coordinated 20+ global trade shows and sales enablement materials
- Produced visual content including photography, video, and design assets
- Cut \$10k in tradeshow costs through relationship building and implementing in-house solutions

## EDUCATION

MS Digital Marketing | Western Governors University

2024-2025

Data Analytics Certificate | Bridgerland Technical College

2022

BS Human Biology | Utah State University  
Minor: Computer Science

2015 - 2019