DANA LANCASTER

Digital Marketer and Non-Profit Volunteer Organizer

Passionate and results-driven digital leader with 15+ years experience creating adoption and engagement strategies for commercial brands and non-profits.

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El Cerrito, CA

EXPERIENCE

VOLUNTEER ENGAGEMENT MANAGER
Yogananda Seva | Aug 2020 - Present

STATE DIRECTOR
Tech for Campaigns | May 2019 - Nov 2019

DIRECTOR OF MARKETING AND PRODUCT
iWin Games | Jun 2013 - May 2018

DIRECTOR OF MARKETING
Iplay | Sep 2012 - May 2013

SENIOR MARKETING MANAGER, MEMBERSHIP AND RETENTION
Iplay (formerly Oberon Media) | Jan 2009 - Sep 2012

DIGITAL MARKETING MANAGER
Oberon Media | Feb 2007 - Jan 2009

ONLINE MARKETING MANAGER
Bookspan | Mar 2003 - Feb 2007

SKILLS

Product Management
Digital Marketing
Google AdWords
Facebook Ads
Kanban
Agile
Analytics
Email Marketing
Social Media Marketing
Marketing
Product Marketing
Search Engine Marketing
Search Engine Optimization (SEO)

EDUCATION

BACHELOR OF ARTS
University of Pennsylvania

History, English

STUDY ABROAD
University College London