

Daniel Greco

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I turn websites and other digital assets into sales machines. I'm a results-oriented web strategist with 12 year's experience in identifying opportunities and implementing solutions that improve data-driven decision making, elevate customer experience, and drive revenue growth. My product and web analytics background are the foundation of my talent, but my innovative mindset, iterative approach and obsession with delivering value are what defines me.

Key Accomplishments

- Scaled a growth program to 30 experiments per month and sustained a 50% improvement in revenue per user.
- Leveraged qualitative feedback sources to inform website optimizations which resulted in \$2.6M in annual profit.
- Led operations and optimization efforts for a portfolio of content and marketplace websites, growing profits from 6-figures to 8-figures in 18 months.
- Transformed a modest AI tools directory into a 7-figure omnichannel AI media business with 1M+ mo. users.

Work Experience

Salt Cinema, Real Estate Media Agency, Remote
Digital Strategy & Operations Consultant

Sept. 2024 - Present

- Drove a 25% increase in sales by implementing new sales assets and customer acquisition funnels.
- Reduced non-billable work by 30% by implementing Zapier workflows, AI tools, and a new booking solution
- Managed website, online reputation, CRM, Asana, Slack and other tech implementations
- Structure and secure partnerships with brokerages, realtor teams and commercial clients
- Create SOP libraries and knowledge base to power AI chatbots and personalized onboarding for new hires
- Own regular performance reporting. Establish and manage KPIs to monitor and evaluate the effectiveness of business strategies and staff wins

Futurepedia.io, Remote
Digital Strategy & Operations Consultant

Jul 2023 – Dec 2024

Led the transformation of Futurepedia.io from a modest AI tools website to a leading omnichannel media brand with a sustainable business model and new revenue streams. The flywheel strategy I devised and implemented grew newsletter subscribers to 260k, YouTube subs to 400k, website visitors to 1M/mo. and 7-figure revenue in less than 1.5 years.

- Spearheaded the website redesign which increased ad revenue by 77%
- Through experimentation increased newsletter subscribers by 300%
- Implemented automations to reduce content production time by 75%
- Expanded Futurepedia.io website features to include ranking algorithms, onboarding flow, tool recommendations and an AI chatbot
- Managed website, online reputation, CRM, Asana, Slack and other tech implementations
- Led editorial content optimization and EAT initiatives to bolster SEO for both SERP and LLM optimization
- Led workflow automation initiatives for website content publishing and an AI-powered AI news feed
- Implemented and integrated AI course platform monetization

Centerfield Media, Remote
Director of Product, Websites

Jan 2020 - Aug 2021

Built and managed a team of six product managers, UX/UI designers and analysts aligned to produce revenue growth through conversion rate optimization including valuable website features, products, tools and new revenue streams for a business portfolio, which included marketplaces like BroadbandNow.com, InMyArea.com and websites like Security.org, SeniorLiving.org and Business.com.

- Spearheaded the A/B testing and experimentation program that added \$2.6M incremental EBITDA
- Implemented user feedback loops and processes to collect and synthesize qualitative data
- Delivered insights and strategic initiatives directly to the executive team, shaping key business decisions and organizational strategies
- Led editorial content and EAT initiatives to solidify SEO rankings for high competition keywords
- Led org-wide adoption of Asana paired with project management SOPs and prioritization frameworks
- Led implementation of custom Google Analytics configuration, paired with improved attribution & reporting
- Worked cross-functionally to validate and launch an data sales revenue stream with the potential to bring in \$1M in annual revenue

Digital Ventures, San Diego, CA
Digital Strategy & Web Optimization Lead

Jun 2018 - Jan 2020

Led product, UX, web analytics, monetization and conversion rate optimization initiatives for a portfolio of five website businesses Security.org, Safehome.org, Seniorliving.org, TheSeniorList.com, and Cordcutting.com growing profits from 6-figures to 8-figures in 18 months.

- Spearheaded the A/B testing and experimentation programs for all websites
- Led adoption and implementation of Asana paired with project management SOPs and prioritization frameworks
- Implemented web analytics tracking, attribution and business performance
- Designed a modern UX funnel that increased lead volume by 68%
- Launched a cross-promotion feature that increased revenue/click by 16%
- After 18 months, our growth attracted Centerfield Media and we achieved a mid 8-figure exit.

DMV.org, San Diego, CA
Website Optimization Lead

Mar 2017 - Jun 2018

DMV.org was a 3rd party website with over 15 million monthly visitors that produced high quality content to alleviate the challenges and pain points that government agencies create for drivers in all 50 states.

- Spearheaded revenue and monetization initiatives, leading to a 50% increase in site-wide revenue per user.
- Led the experimentation program, ideating, designing, coding, and prioritizing a high volume of experiments.
- Led cross-functional optimization efforts and UX program management
- Executed an average of 30 AB tests per month, significantly enhancing website performance and UX
- Drove continuous improvement through data-driven decision-making, optimizing website elements to boost user engagement and conversion.

Early in my career I developed a specialization in data-driven marketing and website optimization for e-commerce brands to Fortune 500 clients. Specialized in analytics implementation (Google Analytics, GTM), A/B testing (Optimizely, Google Optimize), and UX research. Created wireframes and marketing creatives (Sketch), uncovering insights through quantitative and qualitative methods to drive measurable UX and conversion improvements.

Skills

Software integrations, project management, rapid prototyping, user research, AI automations, workflow automation, generative AI, personalization, newsletter strategy, SEO, PPC, change management, digital transformation, resource optimization, OKR/KPI setting, design thinking, creative problem solving, content management, leadership, mentorship

Programs

- **AI:** ChatGPT, Perplexity, Claude, Make.com, Zapier, n8n, Gamma, Grain, Midjourney, Relevance.ai, v0
- **Product:** Asana, Optimizely, Google Analytics, Google Tag Manager, Mixpanel, Google Ads, LinkedIn, SEMrush, Canva, Figma, Ahrefs, Beehiiv, Jira
- **Tech:** HTML, CSS, JQuery, SQL, Python, APIs, Hubspot, Wordpress, Sanity, Shopify, Carrd, G-Suite, GoHighLevel

Education

Marist College	May 2010
Bachelor of Science, Business Administration, Finance and Economics	
IDEO U	June 2024
Business Innovation Certificate (Credential ID 33328-3693474)	

Volunteering

Big Brother	Oct 2021 - Present
BBBS Chicago	