

Gregory T. Banse

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Senior digital communications strategist and marketer with extensive experience in defining strategic plans that leverage tactics and technologies to achieve measurable results. Trusted adviser to executive leadership on multichannel digital strategy, content strategy, organic search placement, user experience, and performance focused business intelligence.

American University – Washington, D.C.

Director of Digital Communication Strategy (Jun. 2016 – Jan. 2017)

- Oversee and provide strategic direction for the university's website network.
- Lead university community in redesign of the university websites.
- Develop content, SEO, and social media strategies.
- Develop KPI and business intelligence framework to measure website performance and inform stakeholders.
- Develop user experience and user journey plans.
- Develop and execute user testing.
- Provide leadership and foster learning & sharing among university community.
- Establish standards and best practices for web page and content development.
- Assist community with focused communication plans and marketing efforts.

George Mason University – Fairfax, VA

Web Services Manager (Dec. 2014 – Jun. 2016)

- Lead university wide website overhaul project. 600+ websites to a single install of Drupal 7.
- Developed business intelligence and reporting to inform stakeholders.
- Developed user experience, user journey plans and user testing.
- Provided leadership and fostered learning/sharing among university community.
- Established standards and best practices for web page and content development.
- Co-lead on development of functional specifications to define a “tool box” of functionality available to users within the CMS.
- Co-developed plan for CMS framework to support sharing content across multiple sub-sites including news pieces, faculty profiles, announcements, events, courses & programs.

Norwich University – Northfield, VT

Director of Web Services (Sep. 2012 – Dec. 2014)

- Developed university wide SEO plan aligned with University Strategic Plan and academic priorities.
- Reduced time to implement edits and new content on ave. over 300%.
- Converted 7500+ web pages on a mix of platforms to a single WordPress network.
- Reduced website development and supporting costs to save the University over \$300,000.
- Developed business intelligence and reporting to inform stakeholders via automated monthly reports.
- Instituted new domain name policy on creation and ownership of brand related domains.

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- Researched and engaged a flexible and cost effective SaaS for the University mobile app. Available on Google Play and Apple Store as NUMedia.
- Researched and engaged an interactive campus map (<http://maps.norwich.edu>) SaaS provider.
- Decentralized content creation and enabled units to develop and manage their own content.
- Developed training program for content editors.

eCorp English (no longer in business) – Middlebury, VT

Director of Digital Marketing (Jan 2012 – Aug. 2012)

- Developed technical, strategic, and marketing plans.
- Coordinated vendors and local experts in China, Korea, and France to help with translation, cultural understanding and marketing.
- Developed multiple web properties in Chinese (Mandarin), French, Korean, and Spanish.
- Redesigned messaging for the firm and designed digital marketing plan.
- Identified additional marketing opportunities and developed preliminary plans for implementation
- Developed strategic and technical plans for website implementation, SEO and SEM.
- Developed sites using WordPress with multilingual tools for Chinese, French, and Spanish markets.

7th Pixel – Montpelier, VT

President and Owner (2001 – 2014)

- Provided website development services and online strategies to organizations in Europe, Canada, and the United States.
- Boosted multiple companies from relative obscurity to top ten search engine placement.
- Implemented changes to 3 eCommerce clients to increase sales conversion by as much as 300%.
- Provided creative and innovative solutions to slash costs using online technologies.
- Identified new market opportunities for multiple clients.
- Developed social media strategies and online marketing campaigns for multiple clients.

Education

- Vermont College at Norwich University, Bachelor of Arts
- Vermont Technical College, Associates in Mechanical Engineering Technology
- Vermont Technical College, Associates in Electrical Engineering Technology

Publications and conference presentations available upon request
References available upon request

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