



Dane Dickerson

STRATEGY & ECOMMERCE
LEADER

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 Little Rock Metro Area

EXPERTISE

AI & Emerging Tech

AI Content Optimization

Agentic Commerce

Workflow Architecture

Agentic IDE Tooling

AI Visibility Strategy

Leadership & Ops

Team Lead (5–6 IC)

Client Advisory

Service Productization

Vendor Management

C-Suite Communication

CAREER SUMMARY

Digital marketing and eCommerce strategist with **10+ years of agency and client-side experience**. At Human Element, built AI content optimization programs that delivered **7.5x per-page organic revenue** for a major automotive performance brand without a platform change or new ad spend.

Works across the full organizational stack — from developer collaboration to C-suite advisory. Accustomed to operating in markets where attribution is complex, focusing on overlooked high-growth channels like AI-referred traffic, podcast advertising, and niche placements. Grounds decisions in data where it exists — and in careful judgment where it doesn't.

PROFESSIONAL EXPERIENCE

Human Element

Ann Arbor, MI

Jan 2023 – Present · 3+ Years

Client Strategy Team Lead

2025 – Present

Lead a team of 5 digital marketing specialists across SEO, paid media, content, and analytics. Contribute to agency leadership following the May 2025 organizational restructure.

- > Pioneered **AI-enabled marketing workflows** using agentic tooling and performance analysis — reducing cycle times and surfacing new growth opportunities.
- > Packaged and launched **AI content optimization as a productized service**, driving 7.5x per-page organic revenue for enterprise clients.
- > Active contributor to Human Element's **AI Center of Excellence** — building workflows, agent configurations, and platform documentation.
- > Founding member of the **Agentic Commerce Alliance** establishing industry standards for AI-driven commerce.

Digital Marketing Team Lead

2023 – 2025

Managed a team of 6 specialists; owned full-channel strategy delivery across SEO, SEM, content, email, and analytics with advanced KPI frameworks.

- > Led **full overhaul of company blog strategy** — driving Human Element's record organic MQL quarter in Q4 2025.
- > Developed and executed an **AI-driven content optimization strategy** delivering 5–6x higher traffic per page and +78.9% collection revenue vs. control.
- > Brought **HubSpot CMS migration and management** to the agency's service portfolio as a new billable offering.

Digital Marketing

Technical SEO

SEM / PPC

B2B Content Strategy

Podcast Advertising

Public Relations

Thought Leadership

Platforms & Analytics

Adobe Commerce

Shopify Plus

HubSpot CMS

GA4 / GTM / Clarity

Revenue Attribution

EquityNet

Salt Lake City, UT

Sep 2020 – Jan 2024 · 3 Years 4 Months

Director of Marketing

2020 – 2024

- > Drove **50% traffic growth** and **150% lift in investment activity** via overhaul of acquisition and engagement strategy for the major crowdfunding platform.
- > Designed and launched a **weekly investor email series** that became a primary retention and engagement channel for top-tier investor segments.
- > Directed full project to rebuild the EquityNet blog with high-value editorial focus; restructured pricing models based on direct user interviews.
- > Embedded marketing director for portfolio companies in finance, technology, and health via parent agency Digital Intelligence I.

Cege Media

Salt Lake City, UT

2019 – 2020

SEO Manager

2019 – 2020

- Led SEO strategy and editorial content for PolicyScout.com, a high-traffic insurance lead generation site.
- > Built a company-wide **revenue reporting engine** on GCP tracking performance by channel and campaign.
 - > Launched email programs generating **\$30k/month in attributed profit**.

Avalaunch Media

Lehi, UT

2017 – 2019

SEO Team Lead

2017 – 2019

- Directed a team of specialists serving enterprise clients with monthly budgets ranging from \$2K to \$20K.
- > Delivered technical audits, keyword strategies, and complex outreach campaigns for high-growth firms.
 - > Pioneered department-wide training for enterprise SEO process management.

PRIOR POSITIONS

- > **PMBS (2016–2017):** Digital Marketing Specialist. Drove 30% MoM traffic growth across 300+ business locations via content strategy overhaul.
- > **Clearlink (2015–2016):** SEO Analyst. Increased insurance site performance by 250% YoY; managed session growth from 180 to 800+ sessions/day.