

## Dale Bunten

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### EXPERIENCE:

FX Technical Director: Brainstorm Digital - New York, NY (Nov-Feb 2024) 3 months freelance

FX Technical Director: Outpost VFX - Los Angeles, CA (May-July 2023) 2 months freelance

FX Technical Director: OnAnimation - Montreal , Canada (Feb - May 2023) 5 months freelance

FX Technical Director: Crafty Apes VFX - El Segundo, CA (2021 - 2023) 2 years full-time

FX Technical Director: Monk Studios - Bangkok, Thailand (2020-2021) 1 year freelance

FX Technical Director: Bardel Entertainment, Inc - Vancouver, BC FXTD (2019- 2020) 6 months

FX Technical Director: DELUXE/Encore - Burbank, CA (2019-2020) 1 year full-time

FX Technical Director: Fuse FX - Los Angeles, CA (2019) 2 months freelance

FX Technical Director: Spin VFX - Atlanta, GA (2019) 6 months freelance

**Savannah College of Art and Design: Jan 2017 - June 2019 Master of Arts in Visual Effects (MA)**

**Director of Sales Marketing: Reliam, Inc. (Managed Cloud) Sept 2014 –March 2017 Accomplishments:**

**Rebranded** the company to focus on AWS enterprise hosting including website, sales quotes, sales collateral and keyword focus.

**Redesigned** and managed the entire website from a 1990s look to a more contemporary style using WordPress/Visual Composer focusing on keyword optimization and landing page optimization for PPC campaigns.

**Developed** a lead generation system from scratch, taking the company from no inbound leads to an average of 10 quality AWS enterprise hosting leads per week (primarily using Content Optimization, SEO, PPC management, AB testing, landing page and conversion optimization).

**Created** a no cost lead tracking system using Hubspot Leadin, Quform, Connectwise, Zopim (web chat) and Google Analytics, which was able to track each lead down to the PPC keyword used, referring URL, PPC campaign, or SEO keyword.

**Achieved top-ten results in Google** for +20 keywords from zero including; “managed aws”, “aws managed services”, “managed cloud hosting”, and “mission-critical hosting” with another 60 keywords in the top 50.

**Business Development Consultant: InMotion Hosting, Los Angeles CA July 2013 –Sept 2014**

Responsible for seeking out new technology partners to resell/refer web hosting, hosted shopping cart software, virtual private servers, dedicated servers and managed hosting. Outreach efforts include lead-generation, qualification, and contacting up to 50 new potential partners per day via phone, email, or social media.

Responsible for managing and consulting with key account partners to address issues and maximize conversions. Gave expert advice on SEO, PCC, and landing page optimization.

Exceeded quotas by as much as 400%.

**Director of Sales and Marketing: (Superb Internet Corporation, HopOne Internet: Honolulu, Hawaii) July 2008 – Feb 2011**

Developed a North America-based outbound enterprise sales team dispersed across multiple offices and countries.

Created all new marketing programs, including: SEO, PPC, and Affiliate program management.  
Worked very closely with development to create a custom integrated marketing tracking system linked with all internal and external applications especially Google analytics, Google Adwords, Yahoo, Salesforce, phone system, and internal accounting system.  
Created detailed documentation and training for all roles within the Marketing/Product and Sales Groups.

**Director of Marketing (Canada Web Hosting: Vancouver) March 2007 – March 2008.**

Developed and launched an affiliate and partner program.  
Revamped the main corporate web site. Launched new products such as an appliance based monitoring service (Alert Logic).  
Developed a US based brand and web site.  
Improved organic search rankings, and achieved #1 spot on Google.ca for the most prized keyword term: "managed hosting", and #4 on Google.com.  
Developed and launched a customer/partner monthly newsletter.  
Improved pay-per-click performance by increasing ad click-through rate from 0.9% to over 5%.  
Wrote and launched multiple press releases.  
Dealt with numerous prospective vendors for various potential services such as: online back up, application monitoring, and intrusion prevention services.  
Worked with Microsoft to launch SaaS Incubation Center and SaaS On-Ramp program.

**Associate General Manager and Marketing Manager (Hostway Corporation: Chicago) April 1<sup>st</sup> 2006 – March 11<sup>th</sup> 2007.**

Responsible for Hostway Marketing and Business Development activities.  
Managed a \$4M marketing budget.  
Created a budget tracking and evaluation system, resulting in significant insights into campaign performance, resulting in a \$1.2-million-dollar savings through the elimination of non-performing venues.  
Spearheaded SEO efforts resulting in placement on Google US 1st page of results for competitive terms such as "managed hosting" "dedicated servers".  
Vastly improved PPC performance, with CTRs significantly above industry average at 6-8%.  
Developed, launched and promoted 3 new hosting plans to target the value segment.  
Increased web site traffic by over 100,000 yearly unique visitors per month.  
Introduced marketing A/B testing process and methodology.

**Manager, Dedicated Server and Colocation Product Group (NetNation/Hostway: Vancouver) Feb 2005 – March 2006.**

Responsibility expanded to include all Hostway North American Dedicated Sales.  
Responsible for Managing and Integrating Product, and Marketing Activities for the Hostway North American Dedicated Server Division (includes NetNation, PowerMedium, and DedicatedCentral brands).  
Developed new products, web site, SEO strategy (achieved 2nd spot on Google for term "Managed Hosting"), pricing, and processes for the managed hosting services.  
Created a managed hosting "bible" to address process issues and manage customer expectations.  
Assisted in closing major deals, and dealt with all major customer escalations often at the executive level.  
Increased NN Managed Hosting Sales by 144% from 2004-2005.  
Percentage of Revenue for Managed Hosting increased from 6% to 60% of overall revenue.  
Grew Dedicated Server and Colocation Group to over \$20M in revenue as of the end of 2006.

**Sales & Marketing Manager (NetNation) May 2002 – Jan 2005.**

Promoted to Sales and Marketing Manager of NetNation and DomainPeople.  
Fully accountable for 3 sales teams and the marketing department including: strategic sales/marketing planning, managing a budget of over \$1 million USD, compensation structures, team building, HR, change management, conflict management, capacity management, customer negotiations, RFP preparations, training, forecasting, ROI/ROS analysis, new product /market development, pricing online/print advertising negotiations, collateral, sales support, and tradeshow.

**Sales Manager (NetNation) Feb 2002 – May 2002.**

Promoted to Sales Manager.

Created marketing / sales and product plans, introduced and spearheaded multiple product marketing and pricing and process improvements.  
Recruited and hired top sales staff, and designed a profit based compensation structure that was highly motivational.  
Increased Managed Hosting Sales by 144% from 2004-2005.

#### **Sales Supervisor (NetNation) Sept 2001 – Feb 2002.**

Promoted to Sales Supervisor. Created a training program, managed customer escalations, and developed a shared hosting sales and product strategy and process.

#### **Business Development / Sales Representative (NetNation) Sept 2000-Sept 2001.**

Exceeded sales quotas, negotiated and signed successful channel business partnerships.

#### **SOFTWARE SKILLS:**

Highly skilled Office 365 user that can prepare professional reports, advanced analysis, modeling, and forecasting with excel, and high quality PowerPoint presentations and animations.

CRM: Salesforce, Sugar CRM, Mail chimp, Connectwise, Zopim (web chat)

Expert level knowledge of marketing related web based software applications such as Google Analytics, Google AdWords, Bing Ad Center.

Social Media: Facebook, LinkedIn, Twitter, Hootsuite

Web development: WordPress, and Visual Composer Plugin, Yoast SEO, basic CSS and Python, Google Webmaster Tools

3D Visual FX software: Houdini, 3ds Max, Maya, Thinking particles, Maxscript, FumeFX, Particle Flow, V-ray, Nuke, Adobe After Effects.

#### **EDUCATION:**

Master of Arts - Savannah College of Art and Design GPA 3.75  
Bachelor of Commerce in Business Management Royal Roads University GPA 3.78  
Diploma of Technology – British Columbia Institute of Technology GPA 88%

#### **AWARDS AND HONORS:**

SCAD: Academic Honors Scholarship, Achievement Honor Scholarship  
Royal Roads University Scholarship  
Professional Sales and Marketing Association Award VENTURE 2000 Award

#### **PROFESSIONAL PROFILE:**

BCIT Marketing / Sales Program Advisory Committee (Advisor) Nov 2002 – 2004  
Vancouver Board of Trade  
Keynote Speaker: Canadian Technology Mission to Asia (through NRC-IRAP) Represented NetNation through numerous presentations to business/government audiences in Beijing, China and Seoul, Korea (March 2003)  
Keynote speaker: 6th Annual SOHO-SME Business Conference & Expo, topic: Search Engine Optimization (Oct 2001 and Oct 2002)  
Article Writer, "The Big Picture". Featured on a top industry web site tophosts.com/ca  
Presenter: "How to make sure your business survives and thrives" Sales and Marketing Executives International, Orlando Florida (Sept 2001)

