



## Dan Harbison

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text "hellodan" to 66937 | [twitter.com/darbison](https://twitter.com/darbison) | <http://danliveshere.com> | [linkedin.com/in/danharbison](https://www.linkedin.com/in/danharbison)

Objective To work where I can be challenged to innovate experiences

### Experience

**Feb 07-present**

#### **Sr. Director of Digital Marketing and Media**

*Portland Trail Blazers, Portland, OR*

Responsible for digital brand strategy and content delivery

- Websites | Social Marketing | Digital Media | Email | Mobile | Live Video

Manage team of six employees

Consult executive team on global marketing and communications strategy

Manage external relationships with agencies and freelancers

Set and maintain expense and revenue budgets exceeding \$4M annually

Project manage digital initiatives – internally and externally

- [trailblazers.tv](http://trailblazers.tv) | [iamatrailblazersfan.com](http://iamatrailblazersfan.com) | [Bloggers Network](http://BloggersNetwork.com) | [trailblazers.com](http://trailblazers.com) | mobile applications

Innovate in digital and social space

- First Social Network by professional sport team
- First twitter account professional sports team
- First to stream live games online
- First daily live internet video shows by professional sports team

Continued speaking engagements throughout the world

- New York, Sydney, Auckland, Los Angeles, San Francisco, Austin, Portland
- Written up in USA Today, Mashable, Sports Business Journal, Oregonian

**Sep 05-07**

#### **Interactive Marketing Manager**

*Portland Trail Blazers, Portland, OR*

Oversaw digital initiatives and redesigns of [trailblazers.com](http://trailblazers.com)

Created written content and blogs for website

Created flash applications and experiences to bring web properties to life

Managed and maintained email database of over 350,000 subscribers

Managed team of 2 full-time employees

Managed internship program

**Dec 04-Sep 05**

#### **Interactive Project Manager**

*opus:creative, Portland, OR*

Oversaw digital projects in digital agency for clients: Nike, Intel, Travel Oregon, Danner

Set timelines, set scope, collaborate on briefs, gather client feedback, QA, deliver

**Sep 98-Dec 04**

#### **Digital Director/On-Air Host**

*Entercom Radio Portland, Portland, OR*

September 1998 – December 2004

Developed/Designed web presence for KNRK/KFXX radio stations

Created marketing strategy around station festivals, band promotions

Built and maintained early permission marketing efforts of databases 100k+

Hosted/Co-Hosted morning show and nightly Punk/Hip-Hop Show

Assisted in programming station and selecting new music

### Education

Bachelor of Science - March 1998

University of Oregon, Eugene, OR

Major: Psychology | Minors: Business Administration, Fine and Applied Arts

### Interests

Basketball, Football, Running, Bike Commuting, Food, Punk, Hip-Hop, Public Speaking

### Skills

Leadership, Project Management, HTML 5, CSS3, JavaScript, Photoshop, Flash, MS Project, MS Office Suite, MAC, PC

