Chad Gardner

PRODUCT DIRECTOR / SOLUTIONS ARCHITECT

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in chadmgardner

📍 West Loop - Chicago, IL

📷 SUMMARY

Independent worker who takes pride in being precise, insightful and comprehensive while maintaining a team-oriented attitude. Passionate about refining complex ideas and challenging conventions in order to create inspired actions to reach strategic goals.

💼 EXPERIENCE

Signal
Jan 2018 > Current

Director, Product Solutions

• Architecting scalable, repeatable product solutions by utilizing internal components and features to meet client use cases

• Creating internal solution design documentation to support pre-sales engineers and solution consultants

• Partnering with product managers and engineers to build new features to support the future state of the platform

• Technical lead on structuring, engineering, reporting and maintaining the Signal Identity Network

Signal
Feb 2017 > Jan 2018

Director, Implementation Delivery

• Oversaw a team of global implementation consultants in efforts to standardize new client solutions

• Partnered with solutions consultants to develop hand-off from pre-sales to post-sales

• Partnered with product to share client feedback for product roadmap development

• Disseminated technical requirements internally across all departments to ensure operational success

Signal
Apr 2014 > Jan 2017

Solutions Consultant

• Partnered with account and sales teams to lead the discovery and technical requirements phase for new opportunities

• Developed and delivered customized product demonstrations and proofs of concepts for new prospects and existing clients

• Documented conceptual framework and technical approaches to solutions

• Educated customers and partners on the benefits of Signal's products and identified new product functionality opportunities

💼 EXPERIENCE (continued)

Performics
Jul 2013 > Mar 2014

Technical Account Manager, Strategy & Analytics

• Provided technical support and training to implement tracking solutions with SEM and ad serving technology platforms across all channels
• Worked closely with account teams, partners and clients to identify appropriate strategy, created tags and QAed integrations
• Partnered with business intelligence and analytics teams to integrate data into Performics data warehouse
• Worked on streamlining processes across all accounts and provided consistent material for an internal search strategy learning center

Performics
Oct 2010 > Dec 2013

Senior Operations Account Manager, Local Search

• Built, launched and managed industry-leading, customized local paid search campaigns
• Focused on creating and refining efficiencies to increase scalability and effectiveness of accounts
• Adopted and utilized the ever-changing features and offerings of search engines and ad tech platforms
• Managed over 125 advertisers and over 350 campaigns concurrently
• Technical lead and launch manager for the Local search team

Agent Publishing
Sep 2009 > Nov 2010

Marketing Coordinator

Developed and implemented an online marketing model to help manage the transition of multiple print publications into digital formats. Strategies included developing editorial-based websites, harnessing social media to participate in industry dialog, leveraging SEO tactics and utilizing email marketing for direct revenue; managed our traditional print advertising.

PaySimple
May 2008 > Mar 2009

SEO Analyst / Marketing Associate

Utilized SEO strategies to organically increase search results for targeted keywords leading to a growth in volume and quality of traffic. Developed and implemented social media campaigns to create community around quality industry content, while monitoring brand awareness.

🎓 EDUCATION + AWARDS

Iowa State University
2001 > 2005

Bachelor of Arts, Advertising

Signal
Dec 2017

Signal Amplifier Award – 2017 Innovation Winner

Performics
Apr 2012

Vanguard Award