

DANA LANCASTER

Digital Marketer and Non-Profit Volunteer Organizer

Passionate and results-driven digital leader with 15+ years experience creating adoption and engagement strategies for commercial brands and non-profits.

EXPERIENCE

VOLUNTEER ENGAGEMENT MANAGER

Yogananda Seva | Aug 2020 - Present

STATE DIRECTOR

Tech for Campaigns | May 2019 - Nov 2019

DIRECTOR OF MARKETING AND PRODUCT

iWin Games | Jun 2013 - May 2018

DIRECTOR OF MARKETING

Iplay | Sep 2012 - May 2013

SENIOR MARKETING MANAGER, MEMBERSHIP AND RETENTION

Iplay (formerly Oberon Media) | Jan 2009 - Sep 2012

DIGITAL MARKETING MANAGER

Oberon Media | Feb 2007 - Jan 2009

ONLINE MARKETING MANAGER

Bookspan | Mar 2003 - Feb 2007

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El Cerrito, CA

SKILLS

Product Management

Digital Marketing

Google AdWords

Facebook Ads

Kanban

Agile

Analytics

Email Marketing

Social Media Marketing

Marketing

Product Marketing

Search Engine Marketing

Search Engine Optimization (SEO)

EDUCATION

BACHELOR OF ARTS

University of Pennsylvania

History, English

STUDY ABROAD

University College London