

Dave Trager

Community Manager Extraordinaire

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PROFESSIONAL PROFILE

- Experienced and passionate Community Manager, with expertise nurturing small member-bases to large thriving communities
- Known for passionately embracing and spreading company concepts and enthusiasm throughout the community and supporting members to their highest potential
- Experienced in creating and maintaining dynamic social media presence throughout the web, including Facebook, Twitter, Digg, StumbleUpon, YouTube, etc.
- Confident providing technical support to members as well as communicating these issues accurately to developers
- Extensive community support experience including creating and maintaining help faq documents, writing exciting blog entries, encouraging new members, troubleshooting technical issues, and facilitating member interactions in groups
- Experienced providing business and product development input from a community perspective, including analyzing and reporting community activity and implementing strategies for successfully scaling communities

PROFESSIONAL EXPERIENCE

Internet Brands (El Segundo, CA)

Dec. 2010 – May 2011

Auto Community Manager

At Internet Brands, I co-managed the automotive vertical with one other Community Manager. This vertical consists of 96 automotive forums. I was made lead Community Manager for their largest auto forums, including CorvetteForum.com, EvolutionM.net, and MBWorld.org. For a complete list of forums, please visit: <http://www.internetbrands.com/our-brands/automotive>

- Managed lead administrators of each forum, who each manage a team of moderators
- Coached lead admins on best practices, assisted with technical issues, held weekly meetings, aided in conflict resolution, and gave support for local events
- Attended weekly product, community, advertising, and revenue meetings to ensure community goals were in alignment with company goals
- Established a companywide blog to educate admins on best practices, and to communicate technical issues occurring across our network
- Worked with developers to fix bugs, implement new features, enhance security, fix minor site design issues, and stop common attacks from hackers
- Created a presence on YouTube for Corvette Forum, and became a YouTube partner with revenue sharing
- Established 'ambassador programs' across several communities. These programs were created to organize the most enthusiastic and welcoming members to encourage a friendlier and lighter atmosphere. This caused an increase in traffic, up to 25% on some forums.
- Resolved heated vendor conflicts, and educated vendors on best practices
- Stayed in contact with lead admins, and some influential moderators via Instant Message to provide up to the minute information, and instant support

Community Manager

In this position, I was hired to plan our community and social media strategies. I built our social media base to give an initial wave of traffic, and provided the company with a long term strategy for community based development.

- Worked with developers, marketing, and the Project Manager to build the site from scratch on a week by week basis
- Built up social media accounts and drove initial traffic to the website
- Managed SEO, Social Media, Public Relations, and Event Specialists
- Traveled to New York City to hire and interview some of our specialists
- Created content partnerships with other websites
- Recruited and supported fitness, nutrition, and holistic professionals to form an initial community of experts who will interact and support members on the website
- Worked with Senior Editor to develop content strategies which fit into an aggressive social media marketing plan

Intent, Inc. (Santa Monica, CA)

July 2008 – Jan. 2009

Community Manager

In this position, I was the manager of all aspects of the day-to-day community life on Intent.com, as well as maintaining rapid growth and planning manageable scaling of the community.

- Constantly engaged the community by setting the tone, enforcing rules, and welcoming and supporting members
- Established and managed volunteer ambassadors/moderators
- Represented the company accurately and positively and spread enthusiasm throughout the community
- Participated in product development for new community initiatives
- Created and maintained social media presence on Facebook, Twitter, Digg, StumbleUpon, YouTube, etc.
- Represented the community perspective in feature development
- Provided strategic budget-friendly solutions to scale the community oversight responsibilities as the community doubles and triples in size
- Solved community disputes swiftly and enforced community rules and guidelines
- Interacted with the editorial and marketing departments to promote integration between content and community

Gaiam, Inc. (Louisville, CO)

Nov. 2007 – June 2008

Community Manager

In this position, I managed 5 communities within Gaiam:

- The Gaia Community (200,000+ members)
 - The Firm Community (5000+ members)
 - The Tae Bo Community (3000+ members)
 - Launched the Kettlenetics Community and Yoga Club Community
- As the Gaia Pro Lead, I was the main point person for any Gaia Pro inquiries and support
 - I played a leading role in the Member Actualization Team, designed to recruit and support members
 - Assisted in the product development of the Gaia Pro application, a social business directory
 - Provided dynamic community support for members, including activities such as commenting on blogs, sending personal messages, and pointing out and nurturing the strengths of the members
 - Assisted members with technical issues, such as difficulties logging in or html issues on their profiles
 - Created and maintained Help FAQ's and support guides for members
 - Posted blogs regularly and set an example for community members how to use the community features
 - Resolved personal member conflicts with grace and humor and took action to ban inappropriate or malicious members when necessary

Zaadz, Inc. (Topanga, CA)

Oct. 2006 – Nov. 2007

zPro Chief / Business Development

In this position, I was responsible for recruiting and coaching high-profile clients for a new online social networking application called zPro.

- Cultivated relationships with clients and provided ongoing product support
- Developed 130 "definitely-interested" leads within 3 months of sales
- Managed support forums, and provided email and phone support
- Assisted with process creation designed to enhance transparency and increase efficiency

Company acquired by Gaiam, and renamed 'Gaia'.

Business Development

- Responsible for online advertising, including Google Adwords and email campaigns
 - Built a network of authors and publishers from scratch for TeachOutLoud, a new self-publishing platform
 - Maintained relationships with key clients to ensure satisfaction
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Community Supervisor / Sales Leader

- Recruited and trained a 15 member sales team that would head off sales efforts on the East coast
 - Co-managed an online community of staff, clients and 500 members
 - Provided technical support to clients as well as staff
 - Held demonstrations of company products, and compiled market research reports for marketability and flaws
 - Responsible for writing content, and distributing a monthly newsletter to over 400 subscribers
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