

# Biography of Darren Dunner

Vice President of Reputation Management Operations at NetReputation.com

Fullerton, CA, USA



**Darren Dunner** is a seasoned entrepreneur and a respected figure in the world of digital marketing, known for his expertise in online reputation management (ORM) and branding strategies. With a career spanning decades, he has consistently delivered outstanding results to his clients by leveraging his extensive skill set, which includes search engine optimization (SEO), web development, e-commerce marketing, business development, backlink analysis, and sales strategy. His vast experience has positioned him as a leader in the ORM industry, where he currently serves as Vice President of Reputation Management Operations at NetReputation, an industry leader based in Sarasota, Florida. In addition to his professional accomplishments, he lives in Southern California with his wife and three children, balancing a thriving career with a fulfilling personal life.

## Early Career: Laying the Foundations for Success

Darren's journey in the digital marketing field began in 2005 when he founded The Content Writers, one of the first full-service content marketing and writing firms in the world. As CEO, he was instrumental in developing the firm's customer base, implementing growth strategies, and ensuring operational efficiency. He brought together a team of dedicated professionals, including content writers, SEO specialists, sales and marketing experts, and web developers, to offer a tailored approach to content marketing. This unique strategy helped thousands of clients build their brands and improve their online visibility. His keen understanding of the industry's evolving landscape allowed

him to position The Content Writers as a pioneer in content-driven marketing, which laid the groundwork for his future ventures.



In 2006, Dunner launched another digital marketing agency that expanded on his previous work by offering a comprehensive range of services, such as SEO strategy, web development, graphic design, pay-per-click (PPC) marketing, and competitive analysis. His expertise in reverse engineering search engine results allowed him to gain critical insights that helped his clients optimize both the quality and quantity of their website traffic. His analytical approach to SEO, which emphasized the importance of both on-page and off-page factors, enabled hundreds of companies to grow their digital footprint and boost revenue. This commitment to excellence earned him and his team a reputation for delivering significant results in a highly competitive industry.

## A Career Built on Mastery of Digital Tools

In 2012, Darren Dunner's success and expertise in digital marketing led to his selection as Marketing Director for SEO Nitro, a Huntington Beach, California-based firm. His leadership was instrumental in driving the company's data analysis programs, which helped clients define their marketing goals and achieve tangible outcomes. Additionally, he implemented customer relationship management (CRM) programs that gave the firm more significant control over managing online visibility for its clients. His leadership extended to managing a team of SEO professionals, ensuring they remained focused on delivering high-level results to meet client expectations. His ability to drive innovation in digital marketing has been a hallmark of his career, allowing him to outperform competitors in the field consistently.



In 2014, Darren joined Swell Marketing, a third-party digital marketing firm in Huntington Beach, as Chief Technology Officer and SEO Director. During his tenure, he oversaw the execution of multifaceted web development projects, hiring and training top talent and streamlining SEO processes through video training and testing programs. He also maintained open lines of communication between clients and his team, fostering strong relationships that improved workflow and client satisfaction. His strategic leadership at Swell Marketing allowed the company to handle complex projects while enhancing efficiency and productivity across the board. His ability to implement cutting-edge marketing strategies continued to cement his reputation as a digital marketing expert.

## Current Role: Shaping the Future of Reputation Management

Currently, Dunner holds the role of Vice President of Reputation Management Operations at NetReputation, where he continues to build upon his legacy of leadership in the digital marketing world. His responsibilities include identifying new market opportunities, developing effective branding strategies, and managing employee training programs that enhance productivity and retention. His commitment to continuous improvement has led to the development of several process efficiency programs, which have increased both productivity and operational success. His role also involves staying on top of emerging industry trends, ensuring that NetReputation remains a leader in the ORM space. His ability to guide the company through a rapidly changing digital landscape is a testament to his forward-thinking approach and dedication to achieving results for his clients.

When Darren Dunner is not leading his team at NetReputation, he enjoys spending quality time with his family, exploring the great outdoors, and traveling throughout Europe and the Americas. His contributions to the digital marketing industry extend beyond his day-to-day responsibilities—he is also an active member of SEO Rockstars, where he shares his knowledge as a guest speaker and mentor to up-and-coming digital marketing professionals. His

passion for the industry and dedication to helping others succeed have made him a highly sought-after figure in the digital marketing community.



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WORK EXPERIENCE

**NetReputation.com**

Vice President of Reputation Management Operations  
September 2021 - Present | Sarasota, Florida, United States

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**Neilson Marketing Services**

Vice President of Marketing and Program Business  
April 2018 - August 2021 | California, United States

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**Internetzone I, Inc.**

CEO

Full service SEO, Web development and Digital marketing agency. Business Growth expert for online marketing and web development needs.

January 2016 - April 2018 | California, United States

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### **Internetzone I, Inc.**

CTO

All things SEO - search engine optimization related from Link Strategies, content creation and web site development aspects that will increase online visibility and conversion.

June 2014 - January 2016 | California, United States

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### **Internetzone I, Inc.**

SEO Director

- Direct a Team of SEO Managers and 100's of clients
- Create processes to help everyone be on same page
- Held team to the standard operations implemented by Internetzone I, inc. to ensure positive results
- Directed Team of Web Development for small and high end custom web development jobs.

2014 - 2015 | California, United States

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### **SEONitro LLC**

Marketing Director

- Research and development of all things SEO
- Created CRM programs to manage PBN Networks to have full control and details of all domains purchased, hosted and registered.
- Created CRM program to manage all Clients for building of the PBN and the quality control to make sure each team member knew their tasks and reported into the program for completion or requests for help. Owner could see at a glance who was doing their job and who was behind so we can improve process
- Created training for team to be more efficient and all on the same page for their PBN tasks
- Created Custom SEO Dashboard for SEO firms to use to manage linking building campaigns for their clients on a very large scale and in ways no one has done even to this day.
- Managed the Overseas and US team of programmers and support people. May 2012

- May 2014 | California, United States

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### **EDUCATION**

### **Digital Marketing School Of Taught Myself**

Digital Marketing School of Taught Myself Digital Marketing Expert, SEO, Search engine optimization, Adwords, PPC, Social Media, Writing, Director of Digital Marketing

Activities and societies: Self-taught and I continue to research, study and learn on a regular basis. I also find others with similar skills sets and communicate, share & mento them.

2000 - 2006 | United States

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### **Fullerton College**

#### General Education

1991 - 1993 | California, United States