

# Aaron Dunn

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## Education **MFA**

Master of Liberal Studies - Scholarship Recipient  
Skidmore College, Saratoga Springs, NY, 2011.

## **BA**

Bachelor of Arts Double Major - Economics and Music  
Skidmore College, Saratoga Springs, NY, May 2006.

## Employment History

### **Box.net – Director of Product Marketing, Product Manager** 2006 to Present

- First employee after co-founders (currently 240+ employees), responsible for user experience, internal messaging, and viral product adoption. Secondary focus on advertising and user acquisition including search engine marketing (managing a budget of over 4 million annually for Adwords, Bing, and Yahoo achieving revenue growth of 256% yearly), SEO, and external website optimization using multivariate tools.
- Initiated business development deals with Dell, Apple, Wordpress, and Webs.com.
- Started a Box Labs initiative to facilitate faster innovation inside the company by creating a set of viral extensions to the Box service. Products I began as a result include: Box SimpleShare ([link](#)) a desktop file sharing app, Box Sync, the Box iPhone app ([link](#)), and the Box Firefox extension with downloads in the hundreds of thousands.
- New user experience work includes data gathering and user experience optimization. To handle the volume of data I designed an internal data warehouse to track user activity, feature usage, as well as relationships between actions on the site.
- Other product work includes the first implementation of Box Updates (feed of user activity), file tagging, and search.

### **Google – Gmail Team** 2006

- User messaging involving the Gmail application

## Non-profit Work

### **Musopen.com – Founder** May 2006 to Present

- Musopen is a 501(c)(3) non-profit focused on improving access and exposure to music by creating free resources and educational materials. Musopen is the largest copyright-free online music library with over 5,000 recordings, 20,000 pieces of sheet music, 5 million page views yearly, and over 80,000 members.
- Raised over \$70,000 to hire the London Symphony to increase project awareness
  - Notable press mentions include: NPR ([link](#)), BBC, Wired Magazine, Ars Technica and others.
  - Partners include the OLPC (One Laptop Per Child), Wikipedia, and LA Philharmonic
  - Began the first free college-level music theory textbook, overseeing 30 college tenured professors and 522 volunteers
  - Accepted as a pro-bono client with the bay area law firm Wilson Sonsini (WSGR)
  - Featured speaker at Culture 2.0 in Warsaw (sponsored by IBM). Also invited to speak in Dallas, Turin, Paris, and Germany.

### **ImagineH2O.org – Product Manager** Sep. 2009 to Present

- Imagineh2o hosts prize competitions for water innovation.
- Designed and implemented ImagineH2O's first web presence, including a platform for team collaboration, and suggested an initial marketing plan for seeding interest in the project.

## Awards

**Fulbright Finalist** - Included in the final round (top 30 applications sent to England)