

Laura Alter

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Skills Profile

- ✓ Ten-year track record of proven natural and paid search marketing results, effective management, financial accountability, and a passion for interactive marketing.
- ✓ Vast experience in seeing all components of web projects through from conception to completion – idea-nurturing, graphics concepts, managing web development, setting and meeting launch deadlines, developing marketing plans, ongoing optimizations, brand building, and profit and loss responsibility.
- ✓ Extensive use of online analytics and reporting tools to evaluate all facets of marketing campaign performance and consumer activity. Participation in development of in-house and third-party SEO, PPC, and analytics tools.

Core Competencies

- ◆ Natural Search Optimization
- ◆ Pay-Per-Click Management
- ◆ Social Media Optimization
- ◆ Research & Analysis for ROI
- ◆ Landing Page Optimization
- ◆ Brand Building
- ◆ Strategy Development
- ◆ Reporting Development
- ◆ Content Development
- ◆ Project Management
- ◆ Thought Leadership

Professional Experience

Email Marketing Manager, All Web Leads, Inc.

Austin, Texas 1/2009-8/2010

- Solely responsible for generating nearly \$2 million in revenue annually through the B-to-C email marketing lead gen program. Managed campaigns for over 500 network websites.
- Reported directly to Sr. Vice President of Marketing and C-level executives on strategy, execution, challenges, resources needed, and goals. Consulted with key management in all departments of the company to mentor on email marketing strategy to further their team goals.
- Lowered cost per lead by over \$1.50 each while increasing volume, which resulted in savings of well over \$10,000 per month for the company.
- Increased overall lead volume by over 50% in just 1 year through new marketing initiatives, identifying underperforming campaigns, and in-depth analytics.
- Designed and implemented abandonment and come-back campaigns on the B-to-B side of the house. Worked with in-house engineering team to streamline B-to-B web sign-up flows to reduce abandonment and improve completion rates. Designed drip marketing campaigns based on point of abandonment to return new customers to the site.
- Worked with in-house and contract designers to execute new creatives for implementation and testing in an evergreen cycle.
- Wrote all email copy - body, subjects, headers and footers - and managed all testing. Developed internal tools for tracking effectiveness and conversion using data from multiple sources.
- Developed and deployed accurate and effective custom email marketing tracking across hundreds of campaigns and over 500,000 daily recipients. Worked with in-house engineering team to create performance dashboards for email metrics to interface with custom lead management platforms that quickly exposed hidden problems that would normally have taken time to surface, and would have resulted in lost revenue.

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- Initiated, designed, developed and deployed an ongoing Customer Satisfaction Survey campaign designed to reveal new sources of revenue, show holes in the company's business where customer needs were not being served, and generate customer testimonials for marketing materials across the organization.
- Managed all deliverability challenges, created strategies to mitigate risks, and planned for future growth and changes. Worked with outside vendors to ensure consistent delivery rates while constantly growing the lead gen program.
- Campaigned for and maintained sole responsibility for researching, vetting, and ultimately implementing a new email marketing platform that better suited the needs of the growing lead gen program.
- Managed two successful transitions to new email marketing platforms. Successfully transitioned over 5 million recipients and over 20 million monthly messages with minimal disruption or revenue loss.
- Developed campaigns to increase brand presence and consumer loyalty while keeping mailing costs low. Designed PDF Buyer Guides for 4 insurance verticals for customer download.
- Successfully participated in ongoing company-wide rigorous goal setting program. Consistently met or exceeded aggressive targets.

Founder, Austin Search Engine Marketing Meetup Group

Austin, Texas 4/1/2008-Present

- Lead, grow, and mentor a 1,600+ member Austin-based group of local search marketing professionals and business owners through continuing education on best practices, new strategies, and search engine optimization techniques.
- Topics covered include SEO, PPC, social media marketing, email marketing, content development, video SEO, and other aspects of online marketing. Recruit speakers and plan, organize, and host monthly meetings at local venues.
- Work with recruiters to fill search engine marketing positions with top candidates in local and regional companies by leveraging the group's membership and connections.

Vice President of Interactive Marketing, FMR

Austin, Texas 2/1/2007-9/1/2008

- Managed multiple large projects concurrently from idea conception through planning, development, launch, and post-launch amendments and optimization. One of these projects was launched in July of 2007, was profitable in its first month, and grossed more than \$1 million for the company during its first six months of operation with minimal infrastructure and support staff.
- Created internal reporting tools to measure key performance indicators in real-time. Worked with programming team and key stakeholders to design and integrate reporting with custom software and create reporting dashboard.
- Worked with Team Leaders and Supervisors to create staff training documentation for new website customer support staff and monitor daily productivity via custom-designed reporting to ensure consistency in adherence to company procedures and public-facing customer service protocols.
- Created and implemented customer service scripts and training for a 40-person call center to handle incoming support queries and account management.

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- Worked directly with President and CEO to develop new company-wide initiatives, develop new revenue streams, find ways to reduce unnecessary operating costs, and forecast future growth and development.
- Engaged in strategic planning with cross-functional teams within the company and acted as a liaison between the groups to ensure that each team completed the necessary tasks so that projects stayed on time and on budget.
- Maintained constant progress toward overall strategic goals without losing sight of prioritized daily tasks and operations.
- Organized and led weekly team meetings with the development team, marketing personnel, and the President and CEO to discuss current projects, analyze data, make strategic decisions, and create executable action plans.
- Organized and led weekly meetings with customer support staff to brief on changes to products or policies, gather feedback on user experience, and compile ideas for future releases and improvements.
- Assisted with design, deployment and maintenance of Pay-Per-Click accounts for several in-house divisions within all top-tier search engines to drive top-quality, high-converting traffic on a daily basis. This work increased sales leads for the core business by over 300% and doubled the lead-to-sale ratio with no increase in advertising costs.
- Achieved top rankings for the most important and best-converting phrases as deemed by our comprehensive analytics programs using search engine optimization techniques such as link building and adherence to on-page best practices.

Co-Owner and Co-Founder, NotebookForums.com

Austin, Texas 1/1/2002-Present

- Established NotebookForums.com utilizing SEM, PPC, SEO, and social media in order to improve the quality of Internet information about PCTorque's laptops. In 9 years, NotebookForums.com has grown to over 200,000 members with over 3 million posts covering all major laptop manufacturers.
- Developed rules and protocols that fostered and controlled, but did not interfere with, membership growth and an ongoing sense of loyalty and community among the members. Designed new community features like an automated industry-related news feed, and a custom review database to manage user-generated reviews.

Co- Founder, PCTorque.com

Austin, Texas 1/1/2002-6/1/2006

- Achieved online sales of nearly \$25 million in 4 years with only 3 employees.
- Sold in 2006.