

Professional Summary

More than ten years of results in developing and delivering profitable data-driven marketing strategies responsible for millions of dollars in generated revenue in multiple industries, including healthcare, security and insurance products.

Driven by an entrepreneurial spirit and a passion for effortless customer experiences, I bring a culture of analytical decision-making and ongoing optimization to every marketing team I lead.

Experience in seeing all components of product and marketing campaigns through from conception to completion: ideation, creative concepts, testing of ideas and user experiences, managing development strategies, setting and meeting project deadlines, developing marketing plans, building PPC campaigns, maintaining ongoing optimizations, managing brand-building initiatives, and carrying full P&L responsibility.

Passion for connecting in creative ways with customers and prospects to uncover trends and opportunities that result in better consumer experiences, maintaining competitive advantage, and higher revenue - all on a bootstrap budget. Expertise in effectively working with cross-functional teams to develop, test and execute product and marketing plans. Comfortable communicating with technical, financial, and C-level teams alike.

Professional Experience

AllClear ID | Online Marketing Manager | 10/2011 – 11/2012

- Owned **acquisition, retention, optimization and analytics** for B-to-C business. Worked with cross-functional teams on a daily basis to scope new products and features, improve customer experiences, and support brand-building initiatives.
- Implemented **comprehensive web analytics program** to measure conversion funnels, email engagement, and acquisition efforts. Delivered crucial visibility into key company activities that drive profitability.
- Performed relentless low cost, high value **qualitative and quantitative consumer research** to develop new pricing and products, uncover strengths and weaknesses in our existing products, and maintain our competitive edge. **Engaged more than 4,000 consumers** through dozens of focused surveys, and **commissioned and analyzed over 300 videos** of real consumers using our products and services.
- Initiated company-wide **business intelligence program development**. Created and achieved adoption of new data definitions framework to refine a complicated, legacy- driven business model in order to shorten the new employee learning curve, eliminate language confusion across internal teams, and reduce inconsistent reporting data.
- Worked with cross-functional teams to **identity key data sources for development of a new internal data warehouse**. Created requirements for all-new marketing and operational KPI reports from data warehouse. Worked to develop proof-of-concept versions of initial reports in Excel for executive buy-in and distribution.
- Fully owned **vendor selection and contract negotiation** for new company-wide email service provider. Reduced company email costs by 70% while building a framework that can support tremendous acquisition and retention program automation and growth.
- Key member of small team developing a **new service to dramatically shift the company's direction**. Idea development; testing and revisions; development of B-to-B sales process and materials; reporting and metrics creation; launch of beta version; ownership of all early client relationships; and ongoing program development and performance optimization.

Areas of Expertise

- Paid, Earned & Owned Customer Acquisition
 - ⇒ Email
 - ⇒ Social
 - ⇒ PR
 - ⇒ SEO
 - ⇒ PPC
- End-to-End Campaign Management
- Revenue Optimization
- Email Marketing Automation
- Customer Experience Optimization
- New Product Development and Testing
- Web Analytics and Reporting
- Evangelism and Mentoring



All Web Leads | *Email Marketing Manager* | 1/2009-8/2010

- Solely responsible for **generating nearly \$2 million in revenue annually** through 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, and goals. Consulted with key management in all departments of the company to mentor on marketing strategies in order 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 development of in-depth analytics.
- **Designed and implemented abandonment and come-back campaigns** on the B-to-B side of the house. Worked with company's engineering team to streamline B-to-B web sign-up flows in order to reduce abandonment and improve sign-up rates.
- **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 and optimization.** 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.
- 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 service provider** that better suited the needs of the growing lead gen program.
- **Managed two successful transitions** to new email marketing providers. Successfully **moved over 5 million customers 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 to increase brand awareness.
- Successfully participated in ongoing company-wide **rigorous goal-setting program**. Consistently met or exceeded aggressive targets.

Austin Search Marketing Meetup | *Founder* | 3/2008 – Present

- Lead, grow, and mentor a **2,000+ member Austin-based group of 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 base and connections**. Mentor and advise group members seeking to enter the field, make a transition, or increase their skill set.

FMR | *VP, Interactive Marketing* | 2/2007 – 9/2008

- Managed multiple large projects concurrently from idea conception through planning, development, launch, and post-launch improvements 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**.
- Created **internal reporting tools** to measure key performance indicators in real-time. Worked with development team and stakeholders to design and integrate reporting with custom software and create reporting dashboard.

- **Worked directly with President and CEO** to foster 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 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 group, 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 profitable phrases** using link building and adherence to current on-page best practices.

NotebookForums.com | Founder | 1/2002 – Present

- Founded and grew NotebookForums.com utilizing **SEO, PPC, and social media** to build domestic and international traffic and exposure in order to improve the quality of Internet information about PCTorque's laptops. In ten years, NotebookForums.com has grown to **over 300,000 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, automated an industry-related news feed, and built a custom review database to manage user-generated reviews.**

PCTorque.com | Founder | 1/2002 – 6/2006

- Founded Internet business reselling high-end custom laptop computers. Achieved **online sales of nearly \$25 million in 4 years** with only 3 employees. Sold in 2006.
- Advertising and promotion deployed with a **deep understanding of the niche target market**: online gamers in search of powerful machines to run advanced games.
- Created and executed successful marketing plan for **SEO, PPC, and social media marketing** for both domestic and international sales.
- **Top organic rankings** for many major terms, including #1 at the time of ownership for "custom laptops."