

Jean-Pierre Green

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SUMMARY

- Experienced in online executive business development and product development.
- Experienced in digital and interactive marketing.
- Over 15 years of experience with affiliate marketing.
- Skilled in profiling or identifying new markets
- Specialized in online lead generation / Marketing and website visibility.
- Proficient in MS Excel and Adobe products.
- Self-motivated and multi-tasking oriented.

EDUCATION

Bachelors of Information Technology

American Intercontinental University, FL (2002 - 2003)

Associates in Electronics Engineering & Technology

ITT Technical Institute, FL (1998 - 2002)

COURSES TAKEN

- MCSE Windows 2000 Server
- A+ Maintaining your PC
- Network+
- HTML & Dynamic Websites
- Digital Systems
- Communication & Ethics
- Sociology & Psychology
- Marketing
- Web Development

SKILLS

Internet Marketing: Adwords | Yahoo Gemini | MSN Adcenter | PPC | PPV | CPA | CPL | CPM | SEO | Co-Registration | Social Media | Google analytics | Affiliate marketing | Mobile Marketing | Host&Post | Facebook Ads | Hit-Path | Cake | Hasoffers | DFP | Taboola | Video Pre-Roll | OSI Reporting | Ping/Post | DFP | Instagram | Pinterest | Snapchat |

Web Programming: HTML | XHTML | DHTML | CSS 3 | JavaScript | MySQL | MS SQL | Web 2.0

Software Application: | MS Windows (3.x, 95-98, ME, NT, XP, 2000, 2003/Sever) | Vista | MS Office (Word, Excel, Power Point, Access, Outlook) | Apache Server | phpMyAdmin | Macromedia Dreamweaver | Macromedia Fireworks | Macromedia Flash | Photoshop | MS Front Page | MS Visio 2003 | AutoCAD | WebMatrix |

Information Technology: | TCP/IP | LAN/WAN | VoIP | DNS | DHCP | WiFi | Routers | Switches | Ethernet | Token Ring | P2P | HTTP | FTP |

EMPLOYMENT

2016 - 2016

GBADO MEDIA - LOS ANGELES, CA

Digital Marketing Consultant

- Implemented marketing strategies for prenatal/postnatal lead generation and customer acquisition.
- Conducted strategic business development and partnerships to secure Fortune 500 advertisers such as Huggies, Pampers, Gerber and Enfmail for prenatal and postnatal lead generation services.
- Coordinated and implemented the design and infrastructure for Gbado Media proprietary lead distribution management platform.
- Provided creative instruction to design team to design landing page and creative assets targeting the new family market.
- Setup media buys on top-tier ad networks such as Facebook, Google and Yahoo Gemini. Optimized accounts and successfully reduced cost per acquisition from \$1.76 to \$0.80 cents per lead.

2014 - 2015

ALL SCREEN TV - CULVER CITY, CA

Ad Operations & Account Manager

- Set up campaigns in DFP and Adops (internal tools), creating ad tags, and trafficking them to the appropriate site.
- Ensured campaigns are setup correctly such that flexible reporting possible through the flight date and monitored those campaigns daily to avoid over/under delivery with the collaborations of the sales team.
- Worked with existing DFP tags to flow inventory from the correct sites to the correct campaigns with the correct parameters.
- Interfaced with other management group (internal and external) to activate their optimization requests to improve campaign performance and provide delivery reporting update to sales through the life of the campaign.
- Provided custom daily reports when necessary for management.
- Creations of interim reports and final monthly billing reports.
- Provided complete account management for Time Inc brands, Washington Post and Refinery29.
- Ensured 100% OSI deliverability for clients such as Estee Lauder, HBO, Ford, Tiffany & Co, Marc Jacobs, Toyota, Microsoft, Huggies, Gap.

2011 - 2013

KATELLA MEDIA LLC - LAS VEGAS, NV

Account Executive

- Delivered proactive account management by providing business solutions to Affiliate partners, as well as offering ideas/methods of increasing revenue through unique marketing programs.
- Implemented and drove strategies to grow revenue from existing Affiliate partners by initiating new campaign ideas, incentives, and bonus offers specifically in the social media verticals.
- Researched and worked with Affiliate partners on efficient methods of optimizing their revenue.
- Prepare sales reports to track, analyze, and forecast the revenue opportunities for Affiliate partners.
- Monitor affiliate activity and potential policy/program violations
- Kept abreast of competition, competitive issues, products, and markets for consumer and performance based marketing and lead generation.

2009 - 2011

VERTIKAL INC - DENVER, CO (Remote)

Operations Manager

- Developed and managed a network of co-registration sites and other lead generation sectors.
- Acquired new advertisers/clients for performance-based services.
- Negotiated and buying all media; managed all contracts and insertion orders.
Performed QA to insure posting instructions are correct per client Specs.
- Managed a team of programmers and designers for implementing and executing client's new builds and creative.
- Managed paid search accounts with Google, Yahoo and MSN Adcenter for ten thousands keyword listings.
- Performed in depth campaign analytical reports to ensure maximum ROI and profitability.
- Optimized and maximizing the co-reg path revenue by removing high scrub rate campaigns.

2008 - 2008

VANTEX GROUP, LLC - LAS VEGAS, NV

Campaign Manager

- Implemented and managed media campaigns, from conception through execution.
- Provided complete affiliate campaign management including but not limited to; analytics and program monitoring, affiliate relationship management and landing page optimization.
- Assisted in media planning including, strategic contract negotiations.
- Maintained creative specifications and troubleshoot all pixel tracking and creative problems as they arose
- Participated in developing methods to enhance departmental and inter-departmental interactions and procedures.
- Recommended and enhanced affiliate management platform which contributed to overall 35% campaign growth.

2005- 2006

INTERNET ADVERTISING GROUP, INC - TAMARAC, FL

Search Marketing Manager

- Managed over \$1M of annual budget allocated to search marketing campaigns at first-tier search engines (Google and Yahoo).
- Assisted in the planning and buying of paid search campaigns.
- Performed analytical paid search campaign reports.
- Conducted competitive research and analysis using WordTracker and Compete reports
- Optimized search campaigns from \$30 CPL to an average \$4 CPL
- Recommended new sites creative that produced over 10,000 leads per month.

2004 - 2005

SEO ENGINEERING, INC - PLANTATION, FL

Search Engine Optimization Specialist

- Developed and managed keyword profiles.
- Prepared websites for rankings in major search engines.
- Wrote analytical reports and adapting to evolving industry trends/engine changes.
- Communicated verbally and via email with local & national clients.
- Submitted sites to major search engines and directories.
- Managed pay-per inclusion programs including AdWords and Overture Monthly reporting for clients.
- Analyzed, monitored and maintained search engine rankings.
- Conducted search engine research and monitored trends and algorithms.

2003 - 2003

JUGOARS - PLANTATION, FL

Lead Project Manager / Webmaster

- Web site design and programming using PHP, MySQL, HTML, DHTML, CSS, Javascript, and Perl, using software such as Macromedia Dreamweaver, Fireworks and Flash, to Microsoft Front Page and Notepad to run on both UNIX and Linux as well as Microsoft IIS based server platforms.
- Secured new business and worked with clients to help plan, design and direct web projects.
- Assisted in domain name registration, site planning and architecture, logo design, identity development, marketing, online promotion and launch.
- Set up and administrated RedHat Linux RAID server with Apache, MySQL, PHP, Sendmail and Qmail. Setup and administrated Virtual Services, SSL, SSH, and basic system administration tasks.

2002 - 2003

SELF-EMPLOYED - FORT LAUDERDALE, FL

IT Consultant & Systems Technician

- Responsible for troubleshooting, repairing, and optimization of desktop and laptops computers.
- Designed and implemented 20 workstations LAN network for T1 connection integration.
- Provided technical support and training for software applications and hardware issues.
- Remote access into networks for networking monitoring and preventative maintenance.

2001 - 2002

BUILDING AUTOMATION - DAVIE, FL

Application Engineer

- Responsible for Programming and set-up of HVAC and DDC Systems for local controllers and networks.
- Prepared detailed submittal drawings using Visio drawing tools for control systems based on engineering plans and specifications.
- Developed flow diagrams, control valves and variable air volume schedules and I/O summaries based on system requirements.
- Commissioned and troubleshoot building controls and facility management system for Nova Southeastern University.
- Interfaced and supported Project Managers and Construction Engineers to ensure a timely completion of all projects.

2000 - 2001

SIX R COMMUNICATION - PLANTATION, FL

Detail Engineer

- Responsible for the planning, designing, engineering and integrating of various vendor equipment for SONET and related communication equipment for Bell South's Central Office.
- Developed system requirements and specifications based on customer parameters, prevail codes and standards for installation.
- Created comprehensive documentation that included Auto CAD drawings (floor plans, cable rack plans, cable and wiring lists, power & fiber duct Systems) and detailed bills of materials necessary to successfully convey Bell South's characteristics of the projects to the customer and installation personnel.
- Responsibilities also included hands on skills of Cisco Router(2600/3600) and Catalyst Switches

REFERENCES

- Available upon request

