

JOE EBNER

PRODUCT MARKETER & ONLINE MARKETING MANAGER

GET IN TOUCH WITH JOE



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+ EMPLOYMENT

2007 – Present

● Yahoo! - Manager, Mid-market Accounts

Through client and team partnerships, I coordinate and plan marketing strategies which increase ROI and customer satisfaction. Planning and development include marketplace research, messaging, branding, a/b testing, competitive analysis, and analytics. As an AM, I play the central role in the management and growth of a portfolio of Yahoo's larger key clients (including Mutual of Omaha, Franklin Templeton, and Job.com), often during the go-to market phase. By managing creative, technical, and editorial teams, I create collateral and execute work generated from executive-level presentations. Such work – in one case - increased monthly revenue by \$40,000 – a 26% increase.

Working with PM teams, I created and presented case studies, training materials, and Yahoo/Microsoft Search Alliance resources for internal stakeholders.

2005 – 2007

● Noteworthy Productions, LLC :: Founder & President

Directed marketing, staffing, payroll, business structure, and contract management for a roster of 6 bands and 18 musicians - in addition to performing, teaching and recording. Goal setting, rehearsal scheduling, deadline management, and performance feedback surveys ensured maximum competitiveness. I partnered with the Martini Ranch to create a new project using an "American Idol" theme to staff the band, which helped increase venue gross receipts by an average of \$3,000 per performance night. By leveraging social media marketing, marketing research, and surveys, I increased operating revenue by \$10,000 per month.

2004 – 2005

● Godaddy.com :: Executive Account Manager

By coordinating with account teams, I executed client strategies and orders. Selling domains and software to a portfolio of key clients (more than 150), generated at least \$5,000,000 in annual revenue. In my retention role, I reduced client attrition which ultimately led to thousands of increased revenue via upselling and consultative selling.

+ EDUCATION

2008 – 2010

MBA
University Of Phoenix

1995 – 2000

Business Management – B.S.
Arizona State University

2011 – Present

Project Management Certificate
Portland State University

+ PROFESSIONAL SKILLS

	Average	Good	Skilled
Digital Marketing	●●●●●●●●		
Traditional Marketing	●●●●●●●●	●●●●●●●●	
Analytics & Research	●●●●●●●●	●●●●●●●●	
Branding	●●●●●●●●	●●●●●●●●	
Design	●●●●●●●●	●●●●●●●●	
Project Management	●●●●●●●●	●●●●●●●●	
Planning & Control	●●●●●●●●	●●●●●●●●	
Critical Thinking	●●●●●●●●	●●●●●●●●	
Written & Verbal Comm	●●●●●●●●	●●●●●●●●	
Presentation Skills	●●●●●●●●	●●●●●●●●	
MS Office	●●●●●●●●	●●●●●●●●	

+ PROFESSIONAL HIGHLIGHTS

- + Extensive experience creating the messaging and placement necessary to best (and most efficiently) grab the target market's attention in noisy competitive online environments.
- + Extensive experience with wide-ranging strategies and channels including mobile, SEO, video, rich ads in search, display advertising, social media, and more.
- + Proven written and verbal communication skills via presentations and proposals built for frequent executive-level meetings on location throughout the US.
- + Experience creating executive-level proposals and presentations using Power Point, Excel, and other programs.
- + Expert knowledge of adCenter and Yahoo analytics, AdCenter desktop and UI, Microsoft Ad Intelligence, and more.
- + Experience partnering with graphic designers, marketing professionals, and others to create traditional marketing collateral from flyers to banners, among other things.
- + Ability to easily collaborate in matrix organizations while successfully deploying online marketing campaigns.
- + Proven PM skills. Using effective project planning, resource utilization, and management, I have consistently met deadlines and objective on or under budget.