**Alek Grinberg**

151 Norfolk St. Apt 1B, New York, NY 10002

Cell: 917-499-4289

Email: [alek.grinberg@gmail.com](mailto:alek.grinberg@gmail.com)

LinkedIn: [www.linkedin.com/in/agrinberg](http://www.linkedin.com/in/agrinberg/)

SUMMARY

Sr. Marketing Manager / Business Development

- Have 8 years’ experience in lead generation, digital campaign optimization and yield optimization

- Have 8 years’ experience in leading business growth through account management and business development

- Expertise in digital channels including SEM, SEO, Email Marketing, Affiliate, Mobile and Display

- Strong written and verbal communication and client-facing skills

- To date have led/trained ~10-15 marketing, technology and creative resource teams

- Google Certified Professional – Google Analytics (2013), Advanced Search (2013)

- Recent coursework – Project Management for Information Systems, Database Design and Development (NYU SCPS, 2013)

CORE DELIVERABLES

Digital Strategy: Content Marketing • Display Marketing • Email Marketing • Landing Page Optimization • Lead Generation • Mobile Marketing • Organic Search • Paid Search • Pricing Strategies • Social Media • Yield Optimization

**Analytics:** Campaign Analytics • Customer Analytics • Data Analytics • Email Metrics • Google Analytics • ROI Analytics

**Account Management/Business Development:** Client Relationship Management • Lead Generation • Metrics/KPI Management • Pitch Presentations (In Person & Remote) • Pre-/Post-sales Support • Strategy Development

**Tools:** Admob • Balsamiq • Bing • BuzzStream • CallFire • CrazyEgg • Facebook Ads • Facebook Insights • GetResponse • Google Adwords • Google Analytics • HootSuite • HTML • Interspire EM • JIRA • Litmus • MS Excel • MS Word • MS PowerPoint • MySQL • MajesticSEO • MixPanel • SalesForce • SEOMoz • SpyFu • Unbounce • Visual Website Optimizer • WordStream

PROFESSIONAL EXPERIENCE

Sr. Marketing Manager / Business Development, Co-founder Rise Above Marketing / SimpleTexting, New York, NY, 2008-on

Rise Above Marketing - Created and launched lead generation campaigns/properties to acquire and monetize users in consumer verticals. SimpleTexting – SMS marketing SaaS for small businesses and organizations. Produced and launched entirely in-house, resulted in thousands of users.

Digital Strategy (50%)

* Direct and execute digital marketing programs to drive customer acquisition and user engagement
* Develop and execute marketing strategy, content strategy and channel sales strategy for SaaS product
* Establish/monitor performance goals and KPIs, manage implementation of analytics tools, evaluate campaign performance via analytics suites and testing methodologies (e.g. A/B, multivariate testing)
* Work closely with technology to develop product and service offerings and to support marketing initiatives
* Manage internal/vendor teams to execute SEO, Display and Social Media campaigns
* Execute email programs including message/creative management, deliverability and performance testing
* Manage and optimize all aspects of SEM campaigns; including keyword research, bidding, copywriting, A/B testing and landing pages

Business Development / Account Management (50%)

* Establish relationships and grow partner network to maximize revenue, in-house data inventory, leads and conversions
* Manage client communications and reporting, monitor account profitability, billing and forecasting
* Identify/prioritize partner goals and objectives, communicate service options, manage client expectations and deliverables
* Develop client presentations, lead sales meetings, conference calls and conduct web demonstrations
* Develop and present client marketing programs and manage daily work of service team members
* Identify opportunities for organic growth of accounts

Highlights: Successfully managed portfolio of 35 clients and grew the company revenues to USD $3 million in 3 years. Successfully launched SaaS product resulting in thousands of users.

Digital Marketing Projects :

- Lead Generation: Duration: 5yrs. Team: 1. Budget: Various. Ideate and execute lead generation campaigns for consumer facing properties including Career, Coupons, Personal Lending and SaaS verticals with paid media and affiliate partnerships. Optimize landing pages, lead flows and media campaigns. (08/2008-01/2013)

- Paid Search: Duration: 4yrs. Team: 4. Budget: Various. Managed SEM campaigns in Adwords/Bing, developed and optimized keyword lists, ads and landing pages. Managed bidding strategy and generated 10,000+ subscriptions. (08/2008-01/2013)

- Organic Search: Duration: 10 mo. Team: 4. Budget: $60k. Managed a SEO content marketing initiative to improve organic traffic. Including internal and external content; press releases, guest blogging, social media curation and video production. Assisted in technical onsite optimization and meta-tags. Led blog outreach to secure guest blog spots. Resulting in a 30% increase in organic traffic and 1st page Google SERP for targeted keywords.  (04/2012-02/2013)

- Email User Engagement: Duration: ~2 yrs. Team: 7. Budget: $80k. Created lead generation programs to engage audience incl. design and development of pre-/post-conversion paths. Developed automated email programs that delivered targeted content from content partners. Increased engagement levels by 400%. Build in-house database of 10,000+ users.  (02/2010-12/2011)

***- Yield Optimization:*** Duration: 3 mo. Team: 4. Budget: $40k. Spearheaded transition in inventory pricing from CPA to CPC. Conceptualized and participated in development of bidding environments in Insurance, Automotive, Financial and Education verticals. Sought out new advertisers and optimized media yield. Resulting in ~30% increase in revenues. (02/2011-05/2011)

- SaaS User Engagement: Duration: 5 mo. Team: 4. Budget: $45k. Created marketing initiatives to accelerate conversions. Designed automated email marketing program to introduce features, use cases and incentives for early converters. Manage website/app UX, content and development of tutorial videos. Email program resulted in ~30% of total sales per month, ~15% improvement in overall sales. (06/2012-05/2013)

- SaaS Client Retention: Duration: 2 wks. Team: 1. Budget: n/a. Analyzed SaaS client statistics, incl. stick/conversion/attrition rates to forecast lifetime value. Analyzed conversion rates, cost-per-action to optimize break-even/profitability of SEM campaign. Designed new pricing plans. Managed implementation of user action tracking with tag based user analytics software. (02/2013)

Business Development Projects:

- New Market Penetration: Duration: 7 mo. Team: 5. Budget: $30k. Helped define strategy for channel sales for SaaS product via strategic partnerships. Created partnerships with agencies and consultants in Franchise market to penetrate executive circle and generate client referrals. Organized company presence and sponsorships at industry trade shows. (08/2012-03/2013)

- Lead Generation: Duration: 5yrs. Team: 1. Budget: Various. Ideate and execute in-bound lead generation campaigns in business and consumer verticals with paid media and content marketing. Optimize landing pages, lead flows and media campaigns. Prospected for leads via online/offline networks and crated referral partnerships. (08/2008-03/2013)

**Business Development Manager**, AffiliateNetwork.com / CoverClicks, New York, NY, 2005-2008

Business Development (80%)

* Trained and led a publisher sales team and promoted in-house and third party lead generation offers
* Developed and managed relationships with online display and email publishers
* Generated campaign recommendation based on inventory and network performance analysis
* Worked closely with copywriter and design team to develop best-in-class user experience and marketing creatives
* Managed lead generation strategy and lead management for publisher sales team
* Organized tradeshow presence and produce trade show marketing collaterals
* Established relationships with lenders and brokers to build out new lead generation verticals (automotive and personal lending industries)
* Managed relationships with advertising account reps and explored opportunities for proprietary and 3rd party media

Digital Campaign Management (20%)

* Tested/Managed paid media campaigns including Adwords and Facebook for in-house marketing offers
* Reviewed campaign analytics and managed media and creative enhancements

Highlights: Promoted to team lead within 6 months.

**Sales and Marketing Associate**, Oxeo Hosting, Brooklyn, NY, 2002-2005

*Oxeo Hosting is a niche managed hosting service for bandwidth intensive publishers*

* Handled incoming sales requests and advised prospects on service options
* Established relationships with webmaster community influencers to generate goodwill and publicity
* Managed paid marketing campaigns via direct placements and search engine marketing
* Handled billing customer service requests and served as liaison for technical support requests in crisis situations

EDUCATION

BBA in Marketing, 1999-2004

[Baruch College, City University of New Y](http://www.linkedin.com/college/?eduSchool=18918&trk=prof-edu-school-name)ork

OTHER

Languages: English, Russian

Sat on board of Russian Chai Committee (UJA) (2011-2012)