**CHRIS REGAN** | [**cregan@outlook.com**](mailto:cregan@outlook.com) | **(949) 600-0364** | **Irvine, CA** | **Southern California | ENTERPRISE SEO PROFESSIONAL**

**Enterprise Digital Marketing | SEO Performance & Leadership | Content, UX, Brand | Code, IA, KGs, RDF | KPIs & Analytics**

Strategic, Technical, Tactical Results | **Projects Mgmt. & Campaigns Leadership** | Processes & Performance | Innovation & Teamwork

**Healthcare, Medical; Financial Services, Banks; Autos; IoT, Real Estate, et al. | B2C/B2B Digital Initiatives, Reach & Revenues**

## **SUMMARY Member, Finance/Banking (**[**FIBO**](https://spec.edmcouncil.org/fibo/)**), Hospitality/Travel & Healthcare Schema.org/W3C Digital Working Groups**

* **Digital Growth Strategies, Tactics & Production | Digital Acquisition, Sales & Retention:** Focused, in-depth **digital** **initiatives**, Deliverables project management & execution, via agile & persistent performance optimization across & within Teams/Agencies, Revenue/systems and Partners, Vendors, with comprehensively collaborative Digital Programs leadership.
* **Hands-on, focused and disciplined workflows**, both strategic & technical, across enterprise resources & all stakeholders;
* **Next-gen SEO**, **SEM, Social, Rigorous Audits/ROI Analytics** (e.g., **Google** [**Optimize**](https://marketingplatform.google.com/about/optimize/benefits/)**/**[**Signals**](https://www.seroundtable.com/google-analytics-signals-26189.html)**/**[**Google Data Studio**](https://developers.google.com/datastudio/));
* **Content |** [**CXM**](https://www.inc.com/jeremy-goldman/abolishing-friction-why-cxm-is-new-marketing.html)**, WCM, CMS**+[**CDN**](https://en.wikipedia.org/wiki/Content_delivery_network) **systems & servers & production & workflows for CX/SEO/conversions,** delivering content marketing management, staging (DAM) & production workflow environments; **CMS/ECMs: AEM, SiteFinity, WordPress/**[**MDL**](https://getmdl.io/)**/Woo, Drupal, Sitecore, Magento, Episerver, Shopify, custom PHP & ASP.Net** **CMS services.**;
* **Analytics** initiatives for focused demand/lead-generation, actionable reporting, **audience/markets metrics**, agile/proactive actionable insights & accountability – for SKUs, services, and custom KPIs.

**INDUSTRIES**/*Industries Overview*

**Financial Services & Banking** ([**FIBO**](http://schema.org/docs/financial.html)/[EDMC](https://edmcouncil.org/page/aboutfiboreview), [FSB-LEI](https://www.gleif.org/en/about-lei/introducing-the-legal-entity-identifier-lei), [OMG](https://www.omg.org/spec/EDMC-FIBO/FND/About-FND/), [W3C](https://github.com/schemaorg/schemaorg)**\***, Janney Montgomery Scott, Banc of Cal, Wells Fargo, [BOTW](https://www.bankofthewest.com/)-[BNP Paribas](https://en.wikipedia.org/wiki/BNP_Paribas)); **Healthcare, Medical, Pharma** ([Medical](https://schema.org/docs/meddocs.html) Schema**\***, [BioSchemas](http://bioschemas.org/specifications/)**\***, [MedlinePlus](https://medlineplus.gov/)-[NIH](https://medlineplus.gov/), UPenn’s [MindCORE](http://mindcore.sas.upenn.edu/), [Yale Medicine](https://www.yalemedicine.org/)); **Real Estate** ([Sotheby’s](https://www.sothebysrealty.com/eng), [RealtyTrac](https://www.realtytrac.com)/[ATTOM](https://www.attomdata.com/market-trends-data/), [HomeFacts](https://www.homefacts.com/), [NADA Homes](http://www.nadaguides.com/Manufactured-Homes)); .GOV [DoD/DHS/DOE/NASA -- [**B2B EVM**](https://www.humphreys-assoc.com/evms/evms-document-matrix.php) **Learning Systems**]; [BLS](https://www.bls.gov/), [NIH-NLM](https://www.nlm.nih.gov/), W3C/Schema); **Automotive** (W3C\* & [Schema](http://sdo-auto-fix.appspot.com/docs/automotive.html).org, Toyota, Hyundai, NADA); B2B Identity (DIDs) **& Law/Compliance** ([LEI.INFO](https://lei.info/portal/why-lei-info/about-lei/), [CodeX](https://law.stanford.edu/codex-the-stanford-center-for-legal-informatics/) -- @Stanford\*, [SOLID](https://solid.inrupt.com/community)/[LD](http://rubenverborgh.github.io/WebFundamentals/semantic-web/)); **Hospitality/Travel\*** [**Marriott**/[**SPG**](https://www.marriott.com/default.mi?program=spg)],

.**EDU** ([Kellogg](https://www.kellogg.northwestern.edu/) School of Management, [Wharton SF](https://sf.wharton.upenn.edu/)/SoCal, [UPenn’s MindCORE](https://mindcore.sas.upenn.edu/about/#mission), EBSCO); Video/Media ([W3C](https://www.w3.org/community/webmediaapi/)/[DRTV](https://www.scripttoscreen.com/)); [IoT](https://iot.schema.org/docs/iot-gettingstarted.html)/Devices\* & Telematics ([W3C](https://www.w3.org/WoT/)/[Verizon](https://www.verizonconnect.com/)), et al.

**WORK**/*Overview*

* **Head of SEO/Analytics, Medical/Healthcare Digital Agency |** [**Healthcare Success**](https://healthcaresuccess.com/) **03/19-present**

Digital Marketing Lead for **Healthcare agency**’s clients: hospitals, practices, healthcare groups, regional Healthcare networks.

* **Senior Advisor, Web Marketing Technologies** | [**Thematix**](https://thematix.com/) **Schema/Machine Learning** NYC/L.A.  **06/11-present** Selected to strategically advise a vastly experienced team of previous C-level Fortune 500 leadership, Financial Services W3C/[OMG](http://www.omg.org/hot-topics/finance.htm) architects, to develop/deploy **Semantic Web data technologies** for enterprises’ digital success/transformation;
* **B2B International FinTech/Healthcare** **Brand/SEO**/**IA** [technologies](https://lei.info/portal/resources/semantic-lei-data/) (& Apps) for **Banking/Healthcare** ([**LEI.info**](https://lei.info/));
* **Digital Teams Consultant, Digital Marketing for Dealerships (Dealerships;**  [**Toyota USA**](https://www.toyota.com/usa/operations/index.html) & **RFJ Auto Group** **02/13–12/19**
* Strategic digital marketing consultant for Toyota North America and an automotive dealerships consortium, for dealers’ sales: **Semantic SEO** via [JSON-LD1.1](https://github.com/json-ld/json-ld.org/projects/2), multiple CMS (Content Management Sys.), Management of Vendors & ISVs, proactive SEM & CRM/ERP monitoring/reporting/insights, i.e., 1:1 Analytics;: Finance/Leases, **Wi-Fi 6 & 5G planning**;
* **Digital Volunteer Non-Profits’ E-Commerce/Analytics/Marketing** **Volunteer** | **Silicon Valley Community Foundation** ([SVCF](https://www.siliconvalleycf.org/nonprofit-cps), San Francisco, CA);[**CatchaFire**](https://www.catchafire.org/)**/Analysis****Exchange Volunteer** **04/12–present**
* Assisting NPOs w/ Digital Marketing Strategies, Tactics, Team Building: [Kellogg School of Management](http://www.kellogg.northwestern.edu/), [Hire Our Heroes](https://hireourheroes.org/), [MedlinePlus](https://medlineplus.gov/), [Wharton](http://www.whartonsocal.com/), [American Museum of Natural History](http://www.amnh.org/), [Aid for Africa](http://www.aidforafrica.org/home/); [**Business Mentors NY**](https://businessmentor.ny.gov/) (NY SMBs mentorship);
* **Executive Director, Digital** | **Caliber Media Group**/**CMG** | E-Commerce & Digital Marketing Orange County, CA **09/14-03/17**
* Led long-standing strategic digital marketing agency’s teams for both B2C & B2B clients’ **projects success** **management**.
* **Architected & Deployed** [**Semantic SEO**](https://blog.alexa.com/semantic-seo-how-to-change-your-game-to-win-in-search/) **(Schema,** [**JSON-LD**](https://json-ld.org/spec/latest/json-ld/)**,** [**RDFa**](https://www.w3.org/TR/rdfa-core/)**/s &** [**LOD/Linked Open Data**](http://lov.okfn.org/dataset/lov)**)**.
* Managed highly **targeted E-Commerce, Social, PR, &** [**SEM**](https://www.wordstream.com/search-engine-marketing) (CPC/CPL/DMP, Display, RTB scripts optimization) campaigns;
* CMS [e.g., AEM w/ **Verizon** [**Telematics**](https://www.verizontelematics.com/)**’** **B2C** [Hum](https://www.hum.com/) & **B2B** [TELOGIS](https://www.telogis.com/)], WordPress, Magento, Episerver, SiteCore, PHPs/.NETs
* Analytics: GA/[GA360](https://www.google.com/analytics/360-suite/#?modal_active=none), Adobe, [Quid](https://www.predictiveanalyticstoday.com/quid/), [Qlik](https://www.qlik.com/), [Harman](https://services.harman.com/solutions/advanced-analytics-solutions); [Alteryx](https://www.alteryx.com/) (HQ: Irvine, CA), **Google** [**BigQuery**](https://cloud.google.com/bigquery/) **and Google** [**Data Studio**](https://www.google.com/analytics/data-studio/).
* **Clients**: **Finance**/Credit/Investments & B2B/B2C Banking ([Wells](https://www.wellsfargo.com/goals-credit/) Fargo, [Bank of the West](https://www.bankofthewest.com/personal-banking/loans.html), [Banc of Cal](https://bancofcal.com/)ifornia); **Pharmaceutical** & **Healthcare (**[**NIH/MedlinePlus**](https://catalog.data.gov/dataset/medlineplus));**Automotive** (Hyundai, [NADA](http://www.nadaguides.com/)); Real Estate ([RealtyTrac](https://www.realtytrac.com/)/[HomeFacts](https://www.homefacts.com/)/Sotheby’s);

Blog posts: [IoT & M2M](http://blog.calibermediagroup.com/the-internet-of-things-iot-and-machine-to-machine-learning-m2m/)/Machine Learning/AI, [Google RankBrain AI](https://blog.calibermediagroup.com/google-leads-the-way-with-rankbrain-and-tensorflor-artificial-intelligence-machine-intelligence/)/[TensorFlow](https://blog.calibermediagroup.com/google-leads-the-way-with-rankbrain-and-tensorflor-artificial-intelligence-machine-intelligence/), [FIBO, Financial Services & Schema](https://blog.calibermediagroup.com/2015-seo-structured-data-schema-financial-services/);

* Speaking: **Invited by both Google** & the [**EDMC**](https://www.edmcouncil.org/) (Enterprise Data Mgmt. Council) to unveil & introduce **FIBO** –- the Financial Industry Business Ontology – International finance’s **Schema.org** **web publishing standard.**
* **Digital Team Lead/PM Volunteer** | [**TEDxOC**](http://www.tedxorangecoast.com/) (**Education/Social**) Orange County, CA **07/12-07/14**
* Invited to lead digital team as a volunteer for this ***once*-*largest* U.S. TEDx** conference (this TEDx is currently dormant)
* **Digital Manager**, **Automotive Marketing & Systems**, SEO/SEM/Content/Analytics/UI/UX | [**NADA GUIDES**](http://www.nadaguides.com/) Irvine, CA

(pre-[J**D POWER** acquisition](http://www.jdpower.com/press-releases/jdpower-announces-agreement-to-acquire-nada-used-car-guide)) **11/11-02/13**

* **Developed & Delivered** all Online Strategy, Execution, Methods & Tactics for Innovating Digital Marketing, including Schema/SEO initiatives, Programmatic SEM, -- for comprehensive digital brands (OEMs) and **analytics** (GA/Adobe).
* Collaborated with **Google's** [**Think Auto**](https://www.thinkwithgoogle.com/consumer-insights/the-road-to-winning-drivers-automotive-services/) **B2C/B2B symposium** (Analytics/AdWords attribution/new [Schema standard](https://schema.org/docs/automotive.html)).
* Assisted NADA Guides additionally, in 2016, with further Web Analytics performance analysis efforts (Google Analytics/[GTM](https://developers.google.com/tag-manager/) & Adobe Analytics/Adobe [DTM](https://marketing.adobe.com/resources/help/en_US/dtm/c_overview.html), heatmapping, etc.).
* **Results**: Achieved astounding Digital ROI by organizing & leading strategies & technical efforts for **targeted outcomes**.

=> **Increased** Organic traffic 43.7% YoY -- **increased SEO** from 19.2% to 32.7% of overall traffic; 82% SEO YoY by Q1 ‘13.

=> **Increased** CPC/PPC traffic 17.2% Month-to-Month with zero budget increase & no decrease in PPV/PPU/dwell.

=> **First-to-market** Google Knowledge Graph results; introduced automotive Schema Microdata.

* **SEO/SEM Clients Services Contractor** | [TK CARSITES](http://www.businessinsider.com/automotive-marketing-firm-tk-carsites-acquired-by-kpa-2011-10) (National Automotive Digital Marketing) Irvine, CA **05/10–04/11**
* Led next-gen web & mobile SEO for top-tier **70+ clients**; firm **acquired by** [**KPA Compliance**](http://www.kpaonline.com/)**, 2011**.
* Achieved **first** [**Automotive Schema**](https://www.w3.org/community/gao/2017/09/06/markup-for-autos-the-documentation-for-auto-schema-org-extension/) code implementations for a U.S. automotive digital publishers.
* **Director, Digital** (Search & Social) | [HYPERDISK MARKETING](http://www.google.com/url?q=http%3A%2F%2Fwww.hyperdisk.com&sa=D&sntz=1&usg=AFQjCNG4FmrI_j8DJr2Zy99-FLGl--7CIA) Irvine, CA **06/08–04/10**
* Designed, executed, and managed staff, for all clients’ Digital Marketing: SEO, Social Media & SEM/PPC and Analytics.
* Clients included **Hilton**, **Starwood** hospitality and lifestyle properties (**Westin**, St. Regis), Joie de Vivre’s hotels, PGA resorts.
* **Paid/CPC/Display Contract Consultant****/Contractor** | [SHOPBOP](http://www.shopbop.com/) (**Amazon** Women’s Apparel) Madison, WI **02/09–04/09**
* Consulted on-site (contract) for women’s apparel Amazon subsidiary,
* In-depth audits of strategies/tactics for CPC/Display (+[Lin-Radinsky CPA Ratios](https://bgtheory.com/blog/the-complete-adwords-audit-part-11-the-lin-rodnitzky-ratio/)).
* **Digital Marketing Manager** | [LEASE OUTLET](https://theleaseoutlet.com/) (**Vehicle Leasing**) Costa Mesa, CA 06/07 – 11/08; **Consultant 04/10–1/11**
* Overhauled SEO/SEM/analytics & web lead generation efforts within this formerly leading vehicle leasing entity.
* **Consultant** | Digital Sales & Digital Consulting | [STUDIO1440](http://www.studio1440.com/) New York City, NY **2003-2006**
* Created, delivered and presented Digital RFPs and SOWs (creative/systems/business requirements documentation).
* **Sales Consultant** | [LOUDCLOUD/OPSWARE](https://en.wikipedia.org/wiki/Opsware) (sold, now HP) Sunnyvale, CA **2002**
* Led interactive team sales training seminars for a web networks SAAS company [i.e., [Andreessen](http://bits.blogs.nytimes.com/2007/07/23/marc-andreessens-loudcloud-finally-rains-money/?_r=0), post-Netscape].
* **Solutions Sales Manager**, **SAAS** | [DIGEX](http://bit.ly/uGdbJ7) ([WORLDCOM](http://www.worldcom.com/)/pre-Verizon purchase) **Solutions Sales Manager**, NYC, NY **2000–2001**

* NYC/East Coast Territory Manager delivering SaaS Cloud services programs. Purchased by Verizon.
* **Business Development Director; Client Services Director** | [US INTERACTIVE](https://web.archive.org/web/20000816230503/http:/usinteractive.com/) New York City, NY **1999-2000**
* Sold and led the #1 revenue engagement worldwide (Life Sciences B2B with CMS. DAM, CRM, KM, BI).
* Clients: AMEX, RCA, NFL, AIG, Adidas, Martha Stewart, Citibank, Chase, Ralph Lauren, [Deloitte Consulting](https://www2.deloitte.com/us/en/services/consulting.html), [Lloyds](https://www.promega.com/).

**ADDITIONAL VOLUNTEER WORK**

* [UNIVERSITY OF PENNSYLVANIA](http://www.upenn.edu/) **MindCORE** (Center for Outreach, Research, and Education) Digital Volunteer, [07/19-Present]
* [UNIVERSITY OF PENNSYLVANIA](http://www.upenn.edu/) **Invited Lecturer: Graduate School of Education International Programs** Philadelphia, PA
* Lecture: "Financial Services and the Internet | Trends & Implications"; Peoples Bank of China, Credit Suisse, CIGNA.
* [UNITED NATIONS I.L.O](http://www.acdi-cida.gc.ca/CIDAWEB/acdicida.nsf/En/6554C5F5DD93D379852571180061B0B2?OpenDocument). (& [Wharton School](https://bcfg.wharton.upenn.edu/)) **Staff/Team Resource** Moshi and Arusha, Tanzania; Cairo, Egypt

**EDUCATION**

[UNIVERSITY OF PENNSYLVANIA](http://www.upenn.edu/about/) Philadelphia | B.A., Economics | Both Undergraduate and Graduate work included [Location Economics](https://en.wikipedia.org/wiki/Regional_science), [Advanced Mathematics](https://en.wikipedia.org/wiki/Linear_algebra), multiple languages; **Wharton & U.N**. sponsored work in **East Africa and Egypt**; intern for both Wharton Econometrics Forecasting Associates (now [**IHS Markit**](https://ihsmarkit.com/index.html)) and Penn’s Foreign Policy Research Institute ([FPRI](https://www.fpri.org/about/advisors/)). Recent ([**edX**](https://www.edx.org/)) course studies include ‘**Marketing Analytics**: Data Tools and Techniques’ ([**Wharton**](https://www.edx.org/school/wharton), May/June ’18) & ‘**Marketing Analytics**: Competitive Analysis and Market Segmentation’ ([**Berkeley**](https://www.edx.org/school/uc-berkeleyx), March ’18).

**SOFTWARE/TOOLS** *Experience*

[**Google**](https://developers.google.com/web/tools/lighthouse/) **Lighthouse** (**AMP & PWAs**), [**Google**](https://www.google.com/trends/correlate) **Correlate Analytics**, **MS Office**, **Slack &** [**Confluence**](https://en.wikipedia.org/wiki/Confluence_(software))**/**[**JIRA**](https://www.atlassian.com/software/jira), **Google** [**Data Studio**](https://marketingplatform.google.com/about/data-studio/), **Microsoft Project/Flow/Teams/Office, Adobe Marketing,, Google AdWords/GA & GA** [**360**](https://www.google.com/analytics/marketing-analytics/), Tableau, SiteBulb, BrightEdge, [**Google TensorFlow, RankBrain**](https://blog.calibermediagroup.com/google-leads-the-way-with-rankbrain-and-tensorflor-artificial-intelligence-machine-intelligence/), [**MOZ Pro**](https://moz.com/products/pro), **Adobe Analytics/DTM**, Adobe Mktg. Cloud (+Magento), **MSFT Dynamics 365**:, Google [Search Console](https://www.google.com/intl/en/webmasters/#?modal_active=none); [Screaming Frog](https://www.distilled.net/resources/4-things-you-can-do-with-screaming-frog-that-you-couldnt-do-a-year-ago/), Paid Social, Bing Ads, **HubSpot**, **Hootsuite**, **Zoho**; **Optimizely**, **Google Optimize**; **CMSs:** SiteFinity, SiteCore, AEM, Episerver, Drupal, Magento, WordPress; [SpyFu](https://www.spyfu.com/), [Ryte](https://en.ryte.com/), **SEMRush**, [Narrative’s Quill](https://narrativescience.com/Platform), **SalesForce/Pardot**, Marketo, Asana, Wrike, [DSP/DMP/RTB](https://business.linkedin.com/marketing-solutions/blog/a/a-marketers-alphabet-soup) (e.g., [MediaMath](http://www.mediamath.com/)); **Google** [**AMP**](https://www.ampproject.org/); Amazon (AWS) & Azure AI/[M2M](https://blog.calibermediagroup.com/the-internet-of-things-iot-and-machine-to-machine-learning-m2m/) platform [**Gluon**](https://gluonhq.com/products/cloudlink/), and **Google’s** [**Colaboratory**](https://towardsdatascience.com/google-colaboratory-simplifying-data-science-workflow-c70059386323).

**SPEAKER**

**[EDMC](https://speakerdeck.com/christo26/fibo-schema-dot-org-and-seo-enterprise-data-world-2016-presentation)** ([**W3C**](https://www.w3.org/TR/)) | [Product Camp SoCal](http://ocpm.weebly.com/) | Gartner | Ziff-Davis | [SIIA](http://www.siia.net/) **|** [HSMAI](http://www.hsmai.org/)/OTA | [NADA](https://show.nada.org/) | [**Digital Analytics Association**](https://www.digitalanalyticsassociation.org/daaevents)

[**UPenn**](http://www.gse.upenn.edu/international) Guest Lecturer (Wharton Econometrics/Grad School Ed., for "Financial Services and the Internet), Trends & Implications"; [**PBOC**](https://en.wikipedia.org/wiki/People%27s_Bank_of_China), **CIGNA**, et al.)

**MEMBER**

**W3C/EDMC** [**FinTech/Banking**](https://schema.org/docs/financial.html) Schema team; **W3C** [**Medical & Healthcare**](https://health-lifesci.schema.org/docs/meddocs.html) Schema team, [**Automotive Ontology**](https://schema.org/docs/automotive.html), **W3C** [**JSON-LD 1.1**](https://w3c.github.io/json-ld-syntax/)**,** and **SEMPO/**[**DAA**](https://www.digitalanalyticsassociation.org/)**.**