

Paul Rahn

Digital/ eCommerce Marketing Manager

Experience

Digital/ eCommerce Marketing Manager at EcoProducts

September 2011 - Present (2 years 11 months)

- Lead Digital/ eCommerce team with interactive, platform and marketing strategy and implementation
- Develop social and interactive presence strategy for Brand
 - Control and develop eCommerce road map, marketing and technology plan
 - Develop social business lead generation and marketing plan/ programs
 - Consumer targeting and retargeting - SEO, SEM, PPC, Affiliate, Email, DRIP, retargeting
- Multi-variant and A/B testing background with strategic usage track record
 - Agency relationship and budget management
 - Manage and control marketing budget
- Grown eCommerce sales by 15% month over month since November 2011
- Utilize NetSuite for financial reporting, fulfillment and inventory management
- Lead eCommerce/ Web reporting with Google Analytics, Omniture, NetSuite

eCommerce and Digital Marketing Consultant at Digital Turbo

June 2009 - Present (5 years 2 months)

- Specialize in interactive business marketing and technology strategy
 - Well versed start up funding, investor relations, and business model development
 - Establish effective and efficient product pricing models
- Implement consumer acquisition, activation and retention programs
 - Develop digital products - full product life cycle, demand generation, ecommerce, reporting
 - Managed consumer interaction analysis with metrics development
 - Implement SocialCRM platforms for customer retargeting and data mining - Salesforce.com
 - Lead effective client facing presentations, training and demos
 - Diverse technical understanding of common internet languages, platforms and schemas

Community Development Manager at Toolbox.com

October 2010 - March 2011 (6 months)

- Specialized in growing community offerings and peer to peer problem solving - B2B/ B2C
- Developed member products and services focusing on member engagement & retention
- Implemented interactive strategies for social media platforms - Facebook, LinkedIn, Twitter
- Leveraged emerging social media/ technology for member development and collaboration
- Lead Microsoft Tech Webinars
- Well-developed Omniture metics analysis to drive site organics and conversions
- 2 recommendations available upon request*

Dedicated Project Manager to Red Bull North America at Terralever

October 2009 - June 2010 (9 months)

- Specialized in developing and managing Red Bull interactive products/ websites/ events
- Developed interactive project plans for international/ national Red Bull action sport events
- Implemented E-commerce best practices for event tickets and merchandise purchasing
- Skilled in leveraging emerging technologies to maximize project investments/ reach
- Well-versed in UX, UI, SEO, SEM, Social Media with strategic usage track record
- Mobile app development project history - iPhone, Black Berry
- Well developed management background in Open source and Microsoft languages
- Adept knowledge of driving e-commerce traffic and conversions
- Managed successful project teams containing 3 - 15 participants
- Controlled project budgets ranging between 5k – 250k

Senior Interactive Strategist at Digital Turbo

January 2008 - September 2009 (1 year 9 months)

- Specialized in digital strategy/social media consulting for small businesses
- Lead client digital product development and management for B2C clients
- Managed client SEM campaigns to drive site page views and e-commerce conversion
- Oversaw project management with national and international developers
- Strategic Web 2.0 CMS implementations in Wordpress, Drupal
- Adobe creative suite training - Photoshop, Illustrator, Flash

Masters Student at Northern Arizona University at Northern Arizona University

January 2008 - May 2009 (1 year 5 months)

- Masters of Business, concentration in Marketing Analysis and Product Management

Interactive Project Manager at AVI Communications Intl.

June 2004 - December 2007 (3 years 7 months)

- Lead web product/ service development and product life cycle management
- Expanded product offering by 100% with email service platforms and video reporting
- Specialized in managing targeted B2C/ B2B e-marketing campaigns
- Developed email marketing best practices through A/B & Multi-Variant testing
- Lead Discount Tire/ America's Tire email acquisition and retention program
- Spearheaded SEO, SEM, social media client strategies and implementation
- Managed team of 5 direct report developers and project managers
- Strong background in data mining and database marketing techniques
- Detailed project management experience using Agile/ Scrum tactics

Skills & Expertise

Social Media Marketing

Google Analytics

SEO

E-commerce
Web Analytics
Facebook
PPC
Lead Generation
Social Media
Marketing Strategy
Strategic Planning
Email Marketing
Online Advertising
Project Management
Business Strategy

Education

Northern Arizona University, College of Business Administration

MBA, Marketing Analysis & Project/ Product Mangement, 2008 - 2009

Activities and Societies: Vice President of NAU MBA Association

Arizona State University, W. P. Carey School of Business

Business, General Business, 2004 - 2007

Activities and Societies: Captain of Arizona State mountain biking team

Active member of American Marketing Association

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2 people have recommended Paul

"Paul was great to work with at Toolbox.com. He was very knowledgeable about interactive marketing and social media and was very helpful as he guided me through all the questions I had when I first started at in the digital world. I could definitely tell that he knew what he was talking about. He is full of great ideas and would be a wonderful asset to any company!"

— **Kit Kwong (Yun)**, *Community Development Manager, Toolbox.com*, worked directly with Paul at Toolbox.com

"Paul came into Toolbox.com and quickly demonstrated his thorough knowledge of digital media, ad serving and community development. He collaborated on several projects with my team and helped us to successfully target advertising promotions to the most interested pockets of community. Paul especially enjoys innovation and is an asset to any team."

— **Litsa Ahern**, *Client Marketing Services Manager, Toolbox.com*, worked with Paul at Toolbox.com

[Contact Paul on LinkedIn](#)