

Skills

Marketing: SEM, SEO, Paid Social, Display, Remarketing, Affiliates, Content Syndication, Email
Management: Cross-functional team leading, mentoring, forecasting & budgeting, project management
Programming: HTML, CSS, PHP, JavaScript, SQL, VBA for Excel macros
Analytics: Excel, Kenshoo, Marin, DoubleClick, Google Analytics, Tableau

Professional Experience

10/16 - present Founder

Advanced Web Dynamics – Chicago, IL

www.advancedwebdynamics.com

 Advanced Web Dynamics

- As a freelance SEM consultant, I work with agencies and direct clients on developing and executing SEM strategy, campaign optimization, testing, analysis, and automation
- With a strong technical background in web development, I can also help develop landing pages to improve user experience and conversion rates to maximize ROI and lifetime value from traffic being driven to your site
- 15+ years experience in SEM, SEO, Social Media, Display, and other online marketing channels
- Leverage me as an extension of your existing team, or as an independent go-to person and subject matter expert

02/15 – 10/16 Head of Paid Media

Study.com – Mountain View, CA

 Study.com

- Owned all online paid media channels including SEM, Social, Content Syndication Networks, Streaming Radio
- Architected SEM system for creating campaigns, managing bids, and conducting tests
- Utilized multi-channel marketing approach to support company initiatives
- Built relationships and integrated marketing processes with Creative, Engineering, BI teams
- Implemented and enforced best practices and scientific testing methodologies
- Conducted on-site SEO tests, developed paid media landing pages, and led various other initiatives to increase traffic/engagement/conversion/retention
- **Result:** Diversified revenue by growing paid media channels from 0% of total registrations to 10% of total registrations

07/12 – 02/15 Sr. Search Manager

Sears Holdings Corp – Hoffman Estates, IL

 SEARS HOLDINGS

- Managed agency team of 15-20 individuals and \$100MM annual spend
- Led all projects associated with innovation and testing including search engine betas, analyzing vendor tools, ad copy and landing page testing, constraint changes for bidding algorithms, etc.
- Developed/enforced business standards and best practices to create consistency across the team
- Coordinated with internal teams including Engineering, Taxonomy, Business Analytics, Merchandising, Finance
- Created tools for automation and bulk management of campaigns for increased team productivity
- Provided estimates, forecasts, and performance recaps of campaign spend on a regular basis
- **Result:** Improved net revenue for the SEM channel by 15% throughout overall tenure with Sears

07/10 – 07/12 Sr. Search Manager

Leapfrog Online – Evanston, IL

 Leapfrog
ONLINE

- Developed marketing campaigns and websites for new clients in various verticals including Home Services, Telecommunications, Education, Finance, and Auto
- Implemented ongoing ad copy, landing page, and bid tests for statistically significant results
- Managed client relationships. Communicated results and strategies as well as test learnings and market research
- **Result:** Grew annual spend over \$5MM for new clients in various verticals, including Home Services, Auto, Education, Finance, and others

08/08 – 07/10 SEM Manager / Project Manager
Actonia – Des Plaines, IL



- Led the development of a number of websites using the latest Web 2.0 technologies to provide a superior user experience and search engine friendly content
- Managed marketing campaigns for clients and owned client relationships

03/06 – 08/08 Search Marketing Manager
The Bradford Group / Hammacher Schlemmer – Niles, IL



- Managed over \$15MM in annual spend overseeing Paid Search and Organic Search channels for the entire Bradford Group of companies
- Trained and managed a team of six individuals
- Coordinated with Creative, Design, and Merchandising teams to meet overall company goals
- **Result:** Consistently grew profit for Search channels by 25% annually during my 4 year tenure with Bradford

08/04 – 03/06 Search Marketing Associate
The Bradford Group / Hammacher Schlemmer – Niles, IL



- Responsible for all day-to-day Paid Search and Organic Search tasks and training interns
- Streamlined processes for ad copy/landing page testing to drive continuous optimization and learning
- Built advanced internal reporting systems to increase productivity

05/04 – 08/04 Search Marketing Intern
The Bradford Group / Hammacher Schlemmer – Niles, IL



- Developed and enhanced keyword reporting processes, analyzed keyword performance on a daily basis, expanded keyword portfolios, and adjusted bids, landing pages and ad copy as needed
- Utilized SEO experience to optimize storefronts/subdomains for generic and long tail keywords
- Saved over \$200K in spend without sacrificing volume within my first 3 months at Bradford

12/03 – 05/04 Search Engine Optimizer
eTrafficJams.com – Clearwater, FL (remote)

- Responsible for all aspects of SEO for a number of diverse clients including keyword analysis, on-page optimization, link building, reporting, and managing client relationships

07/02 – 12/03 Search Engine Optimizer
All Web Promotion – Oglesby, IL

- Optimized websites for dozens of clients through on-page optimization using HTML, JavaScript, and CSS

11/00 – 07/02 Webmaster
M&P Trailer Sales – Ottawa, IL

- Managed all aspects of the company website including web design, digital photography, SEO, and email

Education

2002 – 2006 Bachelor of Science in Computer Information Systems with a concentration in Web Development
DeVry University – Addison, IL

