Michal Petrik

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**ACCOUNT MANAGEMENT SUMMARY**

* Founded a PPC consulting firm dedicated to driving leads for realtors in private communities. Most recently, I helped a community sell their entire book of listings (12 homes) in under 6 months, all for less than the commission on a single house (including ad spend).
* Exceeded annual account growth quota by 257% (#1 in my department), responsible for 80% of department-wide upselling in Q4 2014
* Received annual IMPACT award for upholding core company values as well as the OneTeam award for largest sales deal of the year

**INTERESTS**

ABC Kitchen's Atmosphere, Stumptown Coffee (primarily cold brew), Michael Lewis (Liar's Poker), Fishing (especially fly), Foods That Are Vehicles For Hot Sauce, ACC Sports (Go Deacs!) & The New York Giants

**EMPLOYMENT & EXPERIENCE**

**RevTrax** New York, NY

*Search Specialist | Associate Account Manager February 2014 - Present*

* Managed strategy, optimization, and growth for a portfolio of ~20 Fortune 500 companies and top tier agencies
* Exceeded annual account growth quota by 257% (#1 in my department), responsible for 80% of department-wide upselling in Q4 of 2014
* Received annual IMPACT award for upholding core company values as well as the OneTeam award for largest sales deal of the year
* Acted as a technical resource for our sales team. Day-to-day efforts include generating and managing agency/publisher partnerships as well as creating and pitching customized strategic solutions aimed at maximizing net revenue for our clients. Some examples include:
  + A partnership leveraging display advertising to drive users to a gamified experience. The campaign resulted in over 30,00 acquisitions and laid the groundwork for the 2nd largest deal in company history
  + A partnership with a top tier agency aimed at increasing conversions for a client by improving user experience and upgrading tracking during a company-wide website overhaul (the client has ~20 brand sites). Our efforts over 6 months resulted in a contract extension worth 316% more than their original deal
* Spearheaded the creation of an internal group dedicated to SEO, usability, and lead generation. We increased traffic by 30% and conversions by 117% over a 3 month period with a limited budget
* Led a series of company-wide trainings on search engine optimization and Google Analytics

**Digital Marketing Consultant** New York, NY

*Lead Generation & Digital Strategy May 2013 – December 2015*

* Generated my own sales leads through a specific framework that included cold calling, free competitive analyses, and projections of lead costs vs. other channels
* Generated leads for realtors in private communities with the promise of delivering highly qualified leads with far lower CPAs than competition
* Most recently, leveraged AdWords to sell every listing (12 homes) on a private community’s website all for less than the realtor’s commission on one listing (including ad spend).
* Services include lead generation, SEM (Adwords & Bing), landing page creation/optimization, and conversion optimization

**EDUCATION & CERTIFICATIONS**

**Google Analytics Certified Individual**  *January 2014*

**Google AdWords Certified Individual** *December 2014*

**General Assembly** *October 2014 -**December 2014*

*Front End Web Development*

**Wake Forest University**  Winston Salem, NC

*Bachelor of Arts in Biology, Minor in Entrepreneurship September 2009 - May 2013*

**The Peddie School**  Hightstown, NJ

*September 2005 - May 2009*

**Summer Management Program** – Wake Forest University, Calloway Schools of Business *Summer 2011*

* Intensive, 6 week business program for liberal arts majors at the #1 ranked business & accounting school for academic quality
* Studied Accounting, Finance, Marketing, Information Technology, Entrepreneurship, the Legal Environment of Business, Business Strategy, Quantitative Analysis, Business Life, and a Business Simulation
* Earned 1st place in the cumulative business simulation team competition which encompassed each facet mentioned above
* Greatly improved Microsoft Office Proficiency, especially Excel with an intensive 3 week course offered within the program focusing on advanced formulas, conditional formatting, pivot tables, VLOOKUPs, HLOOKUPs, and more