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SENIOR ONLINE MARKETING STRATEGIST WITH PROVEN RESULTS

Accomplished professional with more than 13 years of successful experience in marketing and a record of producing superior results with strategic marketing programs seeks to build revenue for a solid organization by implementing exceptionally effective online marketing programs.

Experience developing and managing large-scale sales and marketing campaigns from overall strategy to the minutia of successful execution. Proven expertise in online and traditional marketing, including strategy, research, negotiations, and campaign tracking. Excellent relationship-management and client relations skills.

Areas of expertise include

CPC/CPA advertising	ROI performance measurement	Online lead generation campaigns
Search site marketing	Online media planning	Budget allocation / maintenance
E-mail marketing campaigns	Customer communication strategies	Opt-in database development
Market and industry research	Team leadership and management	Research and negotiation
Relationship building	Strategic project management	Vendor procurement and management
Integrated marketing strategies	Internal costing and staffing	Direct marketing programs

PROFESSIONAL EXPERIENCE

OFFICE DEPOT, INC., DELRAY BEACH, FLORIDA

JAN – NOV 2005

MANAGER OF ONLINE ADVERTISING

Managed multi-million dollar online advertising budget to drive business customer acquisition and retention in profitable, low advertising to spend ratio sales model. Handled negotiations and supervision of external online advertising programs for portals, affiliates, shopping, paid search and natural search. Includes relationships with companies such as: AOL/Time Warner, MSN, Google, Yahoo!, Business.com, Shopping.com, Bizrate, FatWallets, eBates, TrafficLeader, LinkShare, etc.

Selected achievements:

- Increased paid search revenue 85% in 2005 from previous year with only a 4% increase in spend. Decreased advertising-to-spend ratio by over 250 basis points. Projected to increase natural search revenue approximately \$2.5 million in one year.
- Renegotiated \$3M+ MSN relationship from CPM to CPC model by increasing non-branded search presence, re-merchandising promotional modules and enhancing representation in shopping channels. A/S up 940 basis points from previous year.
- Allocated portion of under-performing AOL \$4.5M CPM spend to Advertising.com CPC lead-back model and structured integrated content sponsorships and sweepstakes, tied to ROI based performance metrics.
- Continually optimize media spend by closely tracking and analyzing campaign results and executing ongoing optimization tactics in external advertising strategies, enhanced landing pages and improved usability experience.
- Integrated campaigns and merchandising offers with retail, broadcast TV, print, radio, catalog and e- mail.

LEOPARD COMMUNICATIONS, INC., BOULDER, COLORADO

1999 – 2005

DIRECTOR OF ONLINE MARKETING

Hired as Principal / Account Director, promoted to Director of Online Marketing. Managed Online Marketing department, participated in strategic engagements, developed integrated marketing communication campaigns for companies such as: IBM (NYSE: IBM), Vignette (NYSE: VIGN), LSI Logic (NYSE: LSI), Thomson (NYSE: TOC), and First Data (NYSE: FDC), as well as a number of small and medium-sized businesses.

Selected achievements:

- Created and managed successful Online Marketing department: brought in over \$1.5M in the first year alone. Trained team, forecast revenue, maintained average profitability margins of 40-60% per project, handled company-wide departmental integration, and achieved 9 out of 10 customer-satisfaction rating. Developed service offerings from scratch and educated across disciplines of content, creative and technical for Web site optimization and online marketing. Oversaw and executed all online campaigns.
- Managed all online media relationships including: Jupiter Media, Ziff Davis, CMP, CNET, TechTarget, Forbes, Business2.0, Fortune, CNN, Wall Street Journal, Bitpipe, KnowledgeStorm, MarketingSherpa, DMNews, Google, Yahoo!, as well as multiple vertical specific sites.
- Exceeded lead goal for technology solution provider by 144% in quarterly integrated campaign using direct response, PPC and other online tactics including a 46.68% conversion from visitors to completed registration forms, more than 400 webcast attendees and over 2300 document downloads overall.
- Conceived and produced marketing campaign for Leopard using email, direct mail and telemarketing that has achieved a 13% response rate and generated over 40 leads, resulting in \$750k in proposals to date with several additional leads in negotiations.
- Developed online marketing campaign using SEO, PPC and affiliate programs for sporting-goods company that resulted in previously unattainable distribution agreements with top retailers and excellent online results within two months, traffic increased 32%, visit length 18%, search engine referrals by 43% and link popularity by 53%.
- Created and executed multi-tactic online lead-generation campaign for software company using SEO, PPC, e-mail, GLPs and targeted sponsorships that boosted traffic to the home page by 660%, increased average visit length by 289%, and converted 12-15% of visitors to leads, meeting project goals of generating 300 leads in three months.
- Served on corporate Leadership Team, advising executive team on overall business direction, corporate branding and marketing initiatives. Created and delivered presentations at technology conferences, radio shows and other public relations activities.

IMMACULATE CONCEPTS INC., HOLLYWOOD, FLORIDA

1995 – 1999

PRESIDENT

Created and managed full-service integrated-marketing company for small and medium businesses. Oversaw business development, account management, and project management, playing multiple roles concurrently.

Selected achievements:

- Consulted on traditional marketing and business integration, providing assistance with sales material, collateral, business plans, systems integration, and internal processing.
- Conceived, developed, and implemented Internet marketing strategies for clients, including creative, budgeting, ROI forecasting, media placement, and success measurement.
- Managed the design, programming, and maintenance of client Web sites: developed site maps, created content, and formulated marketing strategies.
- Representative examples: Optimized Web site of international school, resulting in large increase in alumni donations and participation. Revamped marketing programs and collateral for international travel program, decreasing marketing costs by nearly 50% and increasing response rates by over 100%.

MACINSTITUTE, INC., HOLLYWOOD, FLORIDA

1993 – 1995

VICE PRESIDENT OF OPERATIONS

Promoted to manage 15 employees and oversee human resources, account management, and operations.

DIRECTOR OF NEW BUSINESS DEVELOPMENT

Developed and maintained relationships with largest customers including Dade County School Board, Sun Sentinel, Metro Dade Fire Department, Miami Herald, and Disney Consumer Products. Managed operations of training department on a daily basis. Created support materials for sales presentations and marketing campaigns.

Selected achievements:

- Boosted division revenues more than 56%, generating highest gross sales in company history.
- Implemented successful referral program with key vendors and affiliates.
- Performed divisional profitability analysis, developed sales forecast, and implemented reporting system to monitor progress.

GAMETEK, INC., NORTH MIAMI BEACH, FLORIDA

1990 – 1993

NATIONAL SALES MANAGER

Promoted to develop account base and maintain relationships with over 500 active accounts. Allocated marketing development funds, placed ads, and created promotions with key customers. Conducted extensive industry research to define new market opportunities and assess competitive environment.

SALES COORDINATOR

Promoted to coordinate internal operations for sales department, including relationship management, sales database development, sell-through reports, and account reviews.

PRODUCT DEVELOPMENT MANAGEMENT

Coordinated development of products from concept to market including merchandising, promotions and ad campaigns.

Selected achievements:

- Launched Sega division nationwide – secured distribution with every major account in North America, including Wal-Mart, K-mart, Toys R' Us, Ingram, Blockbuster, and Target.
- Increased sales by 88% in one year, generating \$8.5 million in FY 1993.
- Oversaw all sales forecasting, distribution, and inventory management of product.
- Directly supervised over 100 independent manufacturer representatives nationwide.

OTHER

Education: Bachelor of Science Degree in Journalism and Communications, University of Florida – 1990

Technical Proficiency: Google Certified Professional, Google Analytics, CoreMetrics, @plan, PointRoll, Web Trends, Atlas, DART, HitWise, PeopleSoft, Web Position Gold, FileMaker Pro, Adobe Acrobat. Windows and Macintosh OS, Microsoft Word, Excel, Visio, Access and Powerpoint, Third party interfaces for most popular search, portals and shopping web sites.

Public Relations: Marketing Sherpa, DM News, eMarketer, Women in Technology, Boulder Chamber of Commerce, World Trade Day, World Wide Web Radio Show, University of Colorado Leeds School of Business