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| **Summary** | | | | | | | |
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| Performance-driven online and mobile marketer. Acquisition marketing for consumer products and paid subscription services. Technical focus using data to drive decisions via analytics, reporting, tracking systems and competitive research. Expertise in Search, Mobile, Media Buying, Affiliates & Social Media. Interested in entertainment, technology startups, mobile apps and emerging technologies. | | | | | | | |
| |  |  | | --- | --- | | • **Search Engine Marketing (SEM)** – web/mobile paid search (PPC) campaign research, implementation & optimization | • **Search Engine & App Store Optimization (SEO/ASO)** – content, on/off page items & linking strategy. Mobile apps & web-based sites. | | • **Marketing Plan Creation** – detailed media plans, goals & objectives. Budgets ranging from zero to $2MM+ per month | | • **Reporting & Analytics** – use of major web and mobile analytics platforms. Ownership over analysis, reporting to executive, product & marketing teams | | • **Affiliate Marketing** – network evaluation, tracking system setup, bounty/competitor analysis & affiliate recruitment | • **Social Media Marketing** – plan creation, ad management, outreach & building conversations with communities/influencers | | | | | | | | |
| Key Companies: Motor Trend, Symantec, Hulu, Comcast & Yahoo! | | | | | | | |
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| **Experience** | | | | | | | |
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| **2013 - Present** | **Consultant** | | Online & Mobile Customer Acquisition | | | | Los Angeles, CA |
| Customer acquisition projects for clients such as Ripkord, Kenna Security, Motor Trend, Foodstirs, Opposing Views, Grindr, Ebyline, PepperJelly (Comcast Xfinity), Snoopwall LLC and EA Mobile.   * Marketing strategy and plan execution for both mobile apps and web including paid search, social ads, display ad networks & DSPs, social media/community management, SEO, affiliates and email. * Management of $100k+/mth Facebook campaigns for both subscription services & mobile apps * Web & mobile attribution/analytics recommendations and implementation (Google Analytics/Tag Manager/Search Console), Flurry, Kochava, Adjust, Tune, Localytics & Upsight). * App Store Optimization (ASO) for Google Play/iTunes. Including initial keyword research, competitive analysis & testing for text/graphic elements. Influencer outreach for inbound linking strategies. * Analysis and optimization recommendations for push notifications, ratings prompts, mobile site advertising and in-app upsells. App onboarding recommendations/app tour outlines. Vendors: Urban Airship, Twilio & Appboy (Braze) * Hands-on management of search, display and in-house advertising for both mobile and web products. * Branded site redesign – overseeing design, technical requirements & search optimization. | | | | | | | |
| **2012 – 2013** | **Symantec Corp.** | | Mobile & Online Acquisition Manager | | | | Culver City, CA |
| Acquisition marketing strategy for Norton’s B2C mobile and Mac products featuring: Mobile Security/Utilities apps, Norton Internet Security For Mac & Norton Hotspot Privacy.   * Planning and launch of Norton Mobile acquisition campaigns through of mobile channels including: mobile search, Google (AdMob), Tapjoy, Millennial Media & Jumptap. 40%+ decrease in CPI over 3-mth period after bringing campaigns in-house from agency contributing to 5+ million app installs. * Competitive research and creation of App Store Optimization (ASO) guidelines for a variety mobile app markets including: Google Play, iTunes, Amazon App Store & Samsung. * Marketing lead for requirements, dashboard design and testing of proprietary & third party (Kochava) mobile tracking systems to track app installations, product upgrades and mobile app usage. * Outreach to social media tech influencers and meet/greet events for LA-based influencers. * Project lead for Search Engine Optimization (SEO) across 15+ customer-facing Norton sites. * Creative development (ads and landing pages) for launch of Mac display and DSP ad buys. | | | | | | | |
| **2012** | **Spokeo, Inc.** | | Director of Marketing | | | | Pasadena, CA |
| Planning & management of Display, Partner and Email Marketing channels to drive subscription signups for a leading people search site.   * Launch and day-to-day management of display media on major portals (Yahoo!, Microsoft, AOL), partners, exchanges and ad networks (Rubicon, AdRoll, Fetchback etc…) * Negotiation for various campaigns using behavior targeting, retargeting, CPM, CPA & CPC. * Brainstorm creative concepts; messaging, call-to-action, input/feedback to design team. * Analysis and reporting to management team with a focus on next steps to increase campaign ROI, based on user LTV revenue projections. * Planning for email marketing program including: email messaging, frequency, design elements, vendor selection, cost and revenue projections. | | | | | | | |
| **2011** | **Hulu LLC.** | | Product Marketing Manager | | | | Los Angeles, CA |
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| Management of online marketing channels for Hulu Plus subscription service. Paid search (desktop/mobile), affiliate, display and SEO. | | | | | | | |
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| * Launch of Hulu Plus Google/Bing campaigns. 200%+ channel growth in Q3-Q4 2011, contributing to first 1MM paid subscribers. Advertising budget growth from zero to $300k+ per month. * Negotiation and launch of Commission Junction Hulu Plus affiliate program. * SEO management for Hulu marketing team – on-page, off-page and responsible for providing technical requirements for product team to optimize all pages on the site. * Use of Google Analytics for analysis/reporting. Implementation of multiple filtered profile and funnel configurations. Frequent work on cohort analysis/determining subscriber LTV. * Implementation and optimization of Google Display Network (GDN) for Hulu Plus. | | | | | | | |
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| **2009 – 2011** | **Fancast/Xfinity TV/Comcast.net**  (Comcast Interactive Media) | | | | Marketing Manager | | Los Angeles, CA |
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| Performance marketing channels management, forecasting & marketing analytics for Comcast’s TV site & ISP portal. | | | | | | | |
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| * Ownership of budget allocation, forecasting, marketing channel reporting for traffic, revenue, video starts, & cost for performance marketing channels. * Rebuilt all paid search campaigns in-house (Google, Yahoo!/Bing AdCenter & Facebook) * Day-to-day management of all campaign (search, content & display) to ensure metrics & all goals met (e.g. Movie Trailer, Full Episodes & Comcast Toolbar campaigns). Traffic acquisition costs reduced 68% between YoY 2009/2010. * Heavy Adobe SiteCatalyst (Omniture) use to track unique visitors, page views, video views etc. * SEO lead for Fancast Marketing team. Creation of inbound link development strategy (focused on social media/blogs/content syndication) using ComScore/Quantcast and competitive data analysis. Inbound links increased over 18% in 2009. | | | | | | | |
| **2007 – 2009** | | **Yahoo! Media** | | Marketing Manager | | Santa Monica, CA | |
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| Management of online marketing channels [primarily Search Engine Marketing (SEM) and Affiliate] for Yahoo! Media properties including Autos, Finance, Games, Health, Movies, Music, omg!, TV & Sports. | | | | | | | |
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| * In-house management of all SEM campaigns (budgets ranging from $1-2k to >$1mm/mth) to generate awareness, traffic and premium subscriptions to meet business goals (ROI/CPA/revenue/traffic) for Yahoo! Media properties. * Managed Yahoo! Games affiliate program (Commission Junction) - bounties, creative, product feeds & affiliate feedback * Blog outreach for Fall TV social media marketing campaigns engaging TV blogs and fan sites. * Assign projects and managed work flow for Associate Marketing Manager * Advocate for SEO best practices, providing ad hoc recommendations for marketing projects. | | | | | | | |
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| **2004 – 2007** | | **Yahoo! Music (LAUNCH)** | | | Associate Marketing Manager | | Santa Monica, CA |
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| Interactive marketing using Search, Affiliate and other media channels for the world’s largest online music destination. Grew SEM budgets from $5k to $1MM+ per month. | | | | | | | |
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| * Responsible for new customer acquisition and brand awareness for free and premium subscription music download/radio products via major search engines (Google, Yahoo! Search Marketing [YSM], MSN & Ask.). Campaigns optimized on LTV basis. * Launch & management of affiliate program to drive Yahoo! Music Unlimited trials. * Planning, forecasting and budget allocation for a multi-million dollar media budget. Evaluation of publisher proposals and rate negotiation. Test implementation on sites such as CNET, Shockwave & ad-networks (Tribal Fusion, BurstMedia). * Weekly/monthly analysis & reporting on media performance (traffic volume, CPA & ROI). * Liaison with product management for landing page Search Engine Optimization (SEO). | | | | | | | |
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| **2003 – 2004** | | **Affinity Internet, Inc.** | | Online Media Buyer | | El Segundo, CA | |
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| Acquiring, analyzing and maintaining media buys (banner/SEM) on a $250k+ monthly budget | | | | | | | |
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| * Development of Overture/Google keyword strategies for four web hosting brands, optimizing Ad titles/descriptions and landing pages to maximum CTR &conversion rate. * Management of media relationships, with frequent creative analysis for optimum ROI. Increased purchase of performing placements and insistent on cancellation of underperforming placements. * Contract negotiation with over 30 publishers (CNET, AOL, MSN, TopHosts etc.) for new placements with CPM, CPC and flat rates, focused on expected return for future quarterly/monthly sales quotas. * Daily use of AtlasDMT ad server for trafficking ads; redirect (image/click) tag delivery to publishers & reporting features. | | | | | | | |
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| **2002** | | **Fanscape, Inc.** | | | Account Manager | Los Angeles, CA | |
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| Implemented artist-specific marketing plans for online awareness and album release support. | | | | | | | |
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| * Creation of online marketing plans through interaction with artist, management and record label. Extensive analysis of market research and fan feedback for modification of existing marketing plans. * Development and leadership of artist-specific “online teams,” consisting of worldwide music fans throughout the world. Directed fans to focus on gaining artist awareness through affiliate websites by banner hosting, online chats and “spreading the word” through online message boards. * Compilation of monthly marketing reports to clients; detailing marketing activity statistics, plan analysis and outlining feedback from music fans. | | | | | | | |
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| **2001 – 2002** | | **Xerox/Copy Solutions, Inc.** | | | Account Manager | Monterey Park, CA | |
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| Sales coverage of 4 zipcodes in the Metropolitan Los Angeles area. | | | | | | | |
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| **Education** | | | | | | | |
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| **Bachelor of Science, Music Industry** | | University of Southern California (USC) | | | Los Angeles, CA | | |
| **Web Development Immersive** | | General Assembly | | | Santa Monica, CA | | |
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| **Skills** | | | | | | | |
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| * Web Analytics/Research tools: Google Analytics, Adobe SiteCatalyst (formerly Omniture), ComScore, Quantcast, Compete. Tableau, Google Analytics Certified Individual.) * Microsoft Excel Formulae, Macros and Data Manipulation/Pivot tables. * Working knowledge of Wordpress, HTML, Ruby, Ruby On Rails, PHP, Angular.JS, CSS and JavaScript | | | | | | | |