

NAME, MBA

Address

Phone Number

Email Address

PROFILE

Business Development~ Marketing ~ Technology Campaigns

Results-orientated professional with a demonstrated track record of success in providing complete online business and marketing services. Defines the strategic direction of client campaigns and delivers measurable results. Holds experience in business development, client services, and vendor relationships.

EDUCATION

UNIVERSITY, Location

MBA, 2007

- Graduated with a GPA of 3.1.

UNIVERSITY, Location

BA in Communication Studies, minor in Business Administration, 2002

PROFESSIONAL EXPERIENCE

COMPANY 1. Location, 1/2006-Present

Marketing Consultant

Consulting services include internet marketing, copywriting, public relations, email marketing, search engine marketing (natural and pay per click), creative development, online advertising, and monthly newsletter content development. Successful market research and consulting on the advisability and effectiveness of opening on-site real estate offices. Successful market research, consulting, and implementation on opening an on-site pharmacy to work in coordination with on-site health centers. Assisted in clause determination input and levels of due diligence to assure contract definitions are correct and all expectations are fully covered.

COMPANY 2, Location, 3/2007-8/2008

Provided innovative, interactive marketing services supported by technology and in-depth analytics for leading online direct response advertising agency.

Sales Executive

Brought in new clients through business development efforts, sold online media to new and existing client base, and provided client services support handling day-to-day client issues. Sold and developed new business through trade show event leads, agency referrals, and cold calling. Worked with Fortune 500, Direct Response, and Live Seminar Event clients to expand upon their marketing and advertising needs in today's multi-channel environment through online media, search engine, affiliate marketing, print, and Google TV platforms. Developed strategic alliances with advertising agencies to expand upon products and services being offered to create additional revenue streams

COMPANY 3, Location

4/2006-2/2007

SEM Campaign Manager

Grew net realized revenues through the launch of new promotions and optimization of ad-text which better performed on Google content networks. Designed search campaigns and performs comprehensive R&D of keyword and phrase lists. Organized keywords into campaigns and ad-groups for maximum impact. Optimized campaigns using all available data and analytics software. Implemented innovative marketing strategies for promotions, one example being the single packaging of multiple items into one, resulting in greater numbers of customers signing up for affiliate offers.