



"...Dan's strong analytical skills have helped grow the company's search engine leads by 20% YOY and has driven over 3.5 million visitors to our website..."

LinkedIn Recommendation from Manager at AutoMart.com

"...he asked to take on additional roles on top of regular SEM work load, and continually raises hand to be on special projects, all while growing traffic and leads for our dealers month after month..."

Sept 2008 Player of the Month Award, AutoMart.com

"...Dan is always willing to step outside his comfort zone... he is a pleasure to work with and he does so with a positive attitude..."

2008 Growth Champion Award, AutoMart.com

TECHNICAL SKILLS:

Google AdWords
Google Analytics
Yahoo! Marketing Solutions
Microsoft AdCenter
Joomla • Cushy CMS
HTML • Microsoft Office
LinkedIn • YouTube
Twitter • Facebook
Foursquare • WordPress

Adobe CS5 -Photoshop
Illustrator & DreamWeaver

Summary

Talented, experienced, results-producing online marketer with an emphasis in Search Engine Marketing, Pay Per Click Advertising, Search Engine Optimization and Web Analytics. Demonstrated success driving growth in targeted markets through implementation of SEM, SEO, and PPC advertising. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing efforts. Previous experience and guidance have produced a very well-rounded individual capable of progressing in many possible positions and situations.

Experience

Search Engine Marketing Specialist Vectec, Inc. Newport News, Va. 01/11-Present

- Facilitator for various classes brought to the public by Vectec.
- Educating, Consulting and Advising prospective and current clients on their websites.
 - Website Design •eCommerce Solutions •SEO/SEM •Social Media

Media Marketing Associate, U.S. Building Systems Inc. Virginia Beach, Va 10/10-Present

- PC Support Specialist – Email setup, PDA/Laptop Configuration, ACT! CRM Database system.
- Promoted web site traffic growth – Search Engine Optimization (as many as 6 sites), Google Places, Yahoo Local, and Social Media (Twitter, Facebook, Foursquare and YouTube).
- Web site maintenance – Web Hosting, File Transfers, SEO, and Site Creation.
- Increased brand awareness – through various channels of Social Media, traditional media, and search engines.
- Maintained Technological Prowess – subscribed to various newsletters/magazines, blogs, email updates as well as attended numerous webinars and expos.

Internet Marketing Consultant, Independent, Norfolk/Virginia Beach, Va 2/10-10/10

- Advised multiple clients on Paid Search Campaigns, Website Optimization, and Social Media Marketing

Search Services Supervisor, Vehicle Web Services at Dominion Enterprises, Norfolk, Va. 7/09 – 2/10

- Managed a team of 3, our focus is driving traffic to our over 450 clients' websites and leads through SEM and SEO.
- Managed performance of paid search campaigns
- Gathered industry research and trade intelligence to determine client's needs and act on those needs.
- Assisted with preparing monthly reports for clients on their portfolio performance
- Analyzed and reported keyword performance, and recommend proposals for increased efficiency
- Created, analyzed, and presented data to clients as well as senior management.

Search Engine Marketing Analyst, Cox Auto Trader/AutoMart.com, Canton, Oh / Norfolk, Va 2/06 - 7/09.

- Analyzed the paid search performance and campaign optimization to increase traffic to our website. (Google Analytics, Omniture, and ComScore)
- Managed the daily budgets for multiple search engine relationships - Google, Yahoo, MSN, and ASK.
- Analyzed / evaluated the ROI of various online relationships - Search, banner ads, e-mail campaigns.
- Developed and implemented recommendations to improve conversions.
- Prepared URLs and analytic coding for online campaigns.
- Generated new titles and descriptions for ad copy.
- Researched and develop new keyword lists to build upon currents campaigns.
- Prepared weekly and monthly performance reports to be distributed to senior management.
- Assisted marketing team in determining ways to continually market site to increase brand awareness and overall traffic.

Education – Walsh University, North Canton, Ohio

- BA - Marketing/Communications, 2003
- MBA - Business Administration, 2004

References Available Upon Request