

# DANIEL R. HERBERT

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## QUALIFICATION SUMMARY

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Talented, experienced, results-producing internet 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.

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## INTERNET SKILLS

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**Pay per Click Platforms:** Google AdWords | Yahoo! Marketing Solutions | Microsoft AdCenter | Ask Sponsored Listings

**Web and Web Analytics:** HTML | CSS | WebTrends 8.0 | Omniture | ComScore | Google Analytics | VisiStat

**Experienced Social Networks:** Twitter | Facebook | MySpace | LinkedIn | Del.icio.us | Ning | FourSquare | WordPress | Flickr | Digg

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## EDUCATION

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**Master of Business Administration, 2004** • Walsh University – Canton, Ohio

**Bachelor of Arts Degree, 2003, Marketing/Communications** • Walsh University – Canton, Ohio

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## PROFESSIONAL EXPERIENCE

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**Search Services Supervisor, Vehicle Web Services a Division of Dominion Enterprises, Norfolk, Virginia 7/09 – 2/10**

- Managed a team whose focus is driving traffic to our clients' websites and leads through SEM, SEO
- Managed performance of paid search campaigns
- Served as customer relations for marketing team
- 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 and Norfolk, VA 2/06 - 7/09.**

- Analyzed the paid search performance and campaign optimization to increase traffic to our website.
- Managed the daily budgets for multiple search engine relationships.
- Analyzed and evaluated the ROI of various online relationships.
- 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.
- Stayed up to date on current technology, search engine knowledge, changes in the industry, new tools and methods.

**Computer Applications Faculty, Boecker Business College, Ravenna, Ohio 3/2006 – 10/2007.**

- Taught and facilitated classes on Microsoft Office Applications. Ten week, five hour courses, per section of Microsoft Office (i.e. Word, Excel, and Access). More recent courses include College Math, Integrated Marketing Communications, and Marketing Research courses.

**Business and Economics Adjunct Faculty, Walsh University, Canton, Ohio 1/2006 – 10/2007.**

- Taught and facilitated the course Microcomputer Business Applications at different campus locations (Akron, Canfield, North Canton and Medina) on an as needed basis. Each course is four hours long and covers Excel, Access, and PowerPoint in five weeks.

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## ACCOMPLISHMENTS AND AWARDS

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In 2008, less than a year on the SEM staff, I managed over 300,000 keywords across 280 campaigns, which drove 3.4 million visitors to the AutoMart.com website along with over 48,000 email's to our dealers (14% growth YOY). In a desire to learn more in the industry, I took on the role of SEO to help grow the brand. During that process I helped the team achieve high marks within the SERPS, in particular the phrase "used cars" which improved the company's ranking 78% in Google and 48% on MSN. I also took on the role as corporate representative for the SEM/SEO department, educating the sales team in the field and in-house about the SEM/SEO best practices.

- Employee of the Month September 08 (AutoMart/AutoExtra)
- Growth Champion of the Year Award for 2008 (AutoMart/AutoExtra)
- 2009 Leadership Development Program Certificate of Excellence