



EXPERIENCE

Owner / Director of Marketing, 7.5 years

Side 2 Integrated Marketing - Portland, OR

Purchased a struggling Google Adwords firm with two employees and thirtyish active customers. Grew it to a full-service marketing firm with fourteen employees, 118 active customers, and over a million dollars in annual revenue. Sold it for a profit.

- ★ Oversaw the creation, optimization, and management of over 400 Google Adwords campaigns, 125 Bing campaigns, and 80 Facebook campaigns with an annual budget over \$300,000.
- ★ Implemented multi-channel promotions, using appropriate channels (Search, Local, Mobile, and Social Media), to promote customer's product or service to target audience(s).
- ★ Analyzed website traffic and generated monthly ROI reports.
- ★ Made a lot of coffee.

Marketing Director, 3.5 Years

VZN Technologies - Sioux City, IA

Hired to bring start-up into profitability. Recognized staff was dubiously inflating costs; recommended off-site solution saving the company over \$50k a month. Technical staff purchased company; Owner, CEO and I spun off a click through advertising company.

- ★ Lead the design, building and marketing of over 180 domains.
Responsible for optimization of all sites (SEO, SEM). Drove website traffic to over one million unique visitors each month.
- ★ Managed Google Adwords campaigns for various product sites.
- ★ Pioneered many of the early search engine marketing techniques that caused Google to change their algorithm.
- ★ Drank a lot of coffee.

EDUCATION

Bachelor's Studies in Journalism

Central Christian College of Kansas, McPherson, KS

CERTIFICATIONS

Google Adwords Certified, 2014
Bing Accredited Professional, 2014
Yahoo! Ambassador, 2014
Hootsuite Social Media Pro, 2014
Microsoft Office Trainer, 2002

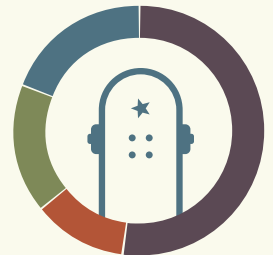
DIGITAL AD EXPERIENCE

GOOGLE ADWORDS
12 YEARS

FACEBOOK ADS
6 YEARS

BING AD CENTER
5 YEARS

OTHER
3 YEARS



ADDITIONAL EXPERIENCE

Sales Executive, Gateway Computers, 1 year
Information Systems, Whitman Hospital, 3.5 years
Contract Administrator, LDR, 1.5 years
City Trainer, Hertz, 4 years

CURIOSITY LEVEL

