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Summary

Over 25+ years of sales and marketing experience with the last 15 years focused on digital marketing, online advertising for branding and lead generation purposes. Specialties Include:

- Online Marketing & Advertising Consulting / New Business Generation / Account Retention & Mgt.
- Digital Project Management of Internal Team or Offshore Partners
- Online Campaign Analysis including: ROI, ROAS, CPA, CPL via analytics / call tracking & more
- Search Engine Optimization (SEO) / Paid Search Marketing (PPC) / Social Media Marketing (SMM) / Conversion Rate Optimization (CRO)
- Email Marketing (B2B&B2C) / Online Reputation Management (ORM) / eCommerce Marketing
- Mobile Marketing / Responsive Design / Hosting Solutions
- Outsourcing or Off-shoring / Project Management & more.

Passions:

Branding, Marketing, Business Building, New Business Offerings (selling, yes, i like to sell!), Account Management & more.

Experience

Digital Account Manager / Owner

Proxy1Media

Nov 2007 - Present (13 years 7 months +)

Proxy1Media is a Full-Service Internet Marketing, Web Site Design, Interactive Media & Search-Engine Marketing Company in Boca Raton, Florida.

We specialize in On-Line Advertising & Marketing helping today's business owners build a brand from the ground up or tweak an existing advertising campaign. We have a team of professionals from PhDs & MBAs to Google-certified PPC/SEO Specialists. We provide Search Engine Marketing Consulting Services along with Market-Driven Analysis to successfully implement our Profit-Driven Solutions.

Fraud Detection Sales Rep

Grey Cloak Tech

Jun 2015 - Aug 2015 (3 months)

Grey Cloak has an arsenal of algorithms built to combat all types of fraud:

- Digital Fingerprinting
- Advanced Geo protection services
- Real time blocking
- Pattern Recognition
- Bot and virus infection detection
- Network IP surveillance
- Domain Masking detection



Digital Marketing Manager

IAG Media

Mar 2017 - May 2018 (1 year 3 months)

As IAGM's Digital Marketing Manager I help clients understand the importance of today's Digital Footprint by securing it from an Organic and Paid / PPC Positions.

I project managed daily SEO & Paid deliverables from a trusted team I had created and used since 2007.

From Keyword Ranking Strategies to Conversion & Analytics Conversations nothing is off-limits for discussion & action for the clients we all served.



Internet Marketing Manager

YP, The Real Yellow Pages®

Dec 2012 - Nov 2013 (1 year)

As the Area Sales Manager of Internet (ASMI) / Internet Marketing Manager of the Melbourne, Merritt Island, Vero & Port St. Lucie FL Offices, I was responsible for all Digital & Online Sales for Melbourne & its Satellite offices. This position involves training and assisting over 20 YP field representatives in the marketing of all of YP's digital products. The Account Management position also includes monitoring ROI on new and existing SEM/SEO Campaigns and developing new business opportunities for the entire YP suite of products, as well as overseeing proposal generation, bidding processes, and the escalation of adds & changes to digital products with a heavy emphasis on production, accountability & forecasted loss and revenue projections. Specific office KPI's were tracked pertaining to daily meetings, monthly/quarterly office digital revenue, office campaigns ROI/ROAS for clients and more.

Sadly this position was surplus or eliminated after 11 months due to the Melbourne office losing half of its sales department to competitors because of a shift in upper management and sales position requirements.



Contracted Sales Development

3Dcart

Jan 2011 - Aug 2011 (8 months)

Working with almost 20 account managers i helped launch their SEO deliverables, pricing model while primarily helping with new SEO business generation.



Digital Account Executive

Moxie Media

Feb 2007 - Dec 2007 (11 months)

Marketed exclusive listing areas for Moxie's national websites on a county-by-county basis to attorneys, doctors and dentists. Sold directory listings & access to Moxie's lead generation program, website development / pay-per-click program & SEO.

Developed training procedures, goal accountability and sales funnel process for new reps.

Moxie Media had since been sold (while i was there) and is now called The Expert Hub.com.



Realtor Website & SEO/PPC Sales

Advanced Access

Feb 2005 - Oct 2006 (1 year 9 months)

Advanced Access was the Nation's leader in Realtor & Broker Agent Websites, Website Marketing and Website Hosting.

My position with Advanced Access was traveling to all of Florida's Real Estate Offices holding training workshops to educate new and experienced realtors on the importance of Online Branding and Marketing.

Education



University of Central Florida

Bachelor of Science; BSBA, Business Administration; Management/Marketing
1991 - 1996



Grey Cloak Tech

Research and Experience, Digital Fraud
Understanding the core components and affects of Digital Fraud on Ad Agencies and End Users.



YP.com

Certification, Organizational Leadership
2013 - 2013
Completed a week of AT&T/YP's Leadership Training Workshop in June 2012



Expert Ratings

SEO Cert, Search Engine Otimization / Online Marketing
2011 - 2011



Google Inc.

Certifications, Analytics | Paid Search (PPC) | Online Marketing
2011 - 2011



University of Phoenix

MBA, completed 50%
2005 - 2007
MBA



Florida Association of Insurance

Associate of Arts, General Business
Financial Advisor's Life and Variable Annuity License (FALU)



Florida Real Estate Institution IFREC

Licenses & Certifications

SEO/SEM/SMM/more - Expert Ratings

Skills

Marketing Solutions • Advertising • Social Media Marketing • Online Advertising • Online Marketing •
Google Analytics • Google Adwords • Google Maps • Google Search • Management Consulting