

Homer Simpson homer.s@seek.com | 555 555 5555 | Springfield, USA | www.linkedin.com/in/homer/

ACHIEVEMENTS

- 10+ years in digital marketing, including consulting, agency and business-side roles
- Developed successful analytics, marketing and operational strategies across multiple industries in e-commerce, lead generation and content engagement programs by synthesizing data in new, insightful ways.
- Established and led SEO, SEM, content marketing and analytics programs and practices across multiple industries, consistently delivering against aggressive KPIs under challenging business environments, including corporate mergers and acquisitions.
- Used reservation data to adjust bids for Google Hotel ads at XXXX based on capacity, improving ROMI by 8% YoY - the first time this approach was used in this channel.

RELEVANT EXPERIENCE

Consultant - Self-employed

2012 - current

- Interim leader and digital strategist for multiple clients on a project basis.
- Facilitated a strategic planning engagement for XXXXX to consolidate the marketing teams and technology stacks from three divisions into one group, reducing overlapping roles and identifying a single marketing stack to support all business units. Utilized Agile, Lean and JTBD approaches to structure the engagement and develop the business case.
- Reduced XXXX's paid media CPC by 40% by creating a new analytics framework, selecting a new digital agency, on-boarding a new marketing lead and utilizing data from web analytics, reservation systems and third party research to inform the media planning and optimization process.
- Developed the annual plan to scale XXXXX's marketing program into Europe, including opportunity analysis, media plan (SEO, SEM, affiliate and programmatic media), annual budgets and staffing. Delivered a 20% gain in sales in year one.
- Led XXXXX's initiative to develop content marketing capabilities, achieving a \$1M sales target in 12 months.

Senior Director, Digital Acquisition – Company Y

2016 - 2017

Consultant and Interim Director, Digital Acquisition – Company Y

2014 - 2015

- Achieved a 2x gain in paid media revenue, while keeping ROMI flat and supporting the online marketing for over 500 hotels across North America, South America and Asia. Grew budget from \$5M to \$11M by utilizing more diverse bidding models, refining the KPI framework, and introducing more effective programmatic media tactics.

- Managed strategic partnerships with Google, Kayak and Trip Advisor and led contract negotiations, reducing aggregated commission costs and vendor fees by 8%.
- Built the business case to consolidate all hotel domains onto a single platform in order to improve domain authority by between 5 and 20x for each brand. Further expanded the business case to commission hotels for SEO bookings (in addition to paid media) in order to nurture tactics that grew brand equity via the commission structure.
- Integrated social media, email marketing, programmatic display specialists into the SEO/SEM team, growing the team from two to six people and became recognized as the highest performing team in the marketing program.
- Established the first SEO team within the company, leading to a 12% increase in SEO revenue in 6 months by focusing on localization and new hotel on-boarding.
- Repaired the online commission system for Company Y sub-brand, enabling the program to be self-funded through hotel bookings attributed to the web site (over \$1M of commissions were gained YoY, and redeployed into revenue-driving media)

Managing Director, XXXX Agency

2011 - 2012

- Achieved profitable growth as the agency doubled in size over 18 months by integrating new social media and content strategy practices, supporting new business pitches and mentoring key agency talent.
- Acted as an account lead for key accounts, growing media budgets and associated services for XXX, XXXX and XXXX for each by an average of 25% YoY.

SKILLS

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Strategic planning | Lean | Agile | E-commerce | Paid search | Google Analytics | Google Data Studio | Google Tag Manager | Google Search Console | Salesforce | Global digital marketing | Power BI | ROI forecasting | Search engine optimization | HTML | Javascript | CSS | Jira | Consulting | Product marketing | Certified Scrum Product Owner

EDUCATION

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Bachelor of Arts in Journalism, University of Minnesota

Minor in Mass Communication

CERTIFICATES & LICENSES

Certified Scrum Product Owner, Scrum Alliance

Issued April 2021, expires April 2023

Advanced Google Analytics

Issued February 2019, expires February 2022