

High energy and results driven, this Gen Y web veteran has managed upwards of 50 SEO campaigns and projects, providing measurable ROI to national brands and ecommerce organizations through enhanced online marketing strategy, SEO, and SEM (PPC advertising).

Keith is versatile in his leadership capabilities and can present campaign strategy to various C-Level executives within an organization. He is equally comfortable discussing key performance indicators and metrics with marketing, IT, or finance departments.

EXPERIENCE

Feb 10 – Present **Response Mine Interactive (RMI) – Atlanta, GA**

Aug 10 – Present

Account Supervisor

- Point man on daily account operations
- Manage both SEO and SEM clients
- Responsible for developing SEO and SEM strategic vision and tracking campaign progress
- Develop & implement client strategies around improving online conversion rates
- Manage the profit / loss (P&L) of client accounts
- Develop and manage Account Service & Media department operational strategies
- Develop client renewals and assist in new business proposals
- Mentor and assist in developing junior staff, including Account Managers and Associates

Feb 10 – Aug 10

Senior Account Manager, SEO

- Primary client contact on national SEO campaigns
- Advise clients on online conversion and ranking potential
- Tailor SEO campaign status update to different audiences via different formats
- Extremely comfortable analyzing large amounts of MS Excel data
- Expert in leveraging PowerPoint as a communication platform

Oct 07 – Jan 10 **TwentySix2 Marketing – Atlanta, GA**

Oct 08 – Jan 10

Senior Account Manager

- Provide strategy & implementation of natural search and PPC campaigns
- Develop insight & recommendations of current and emerging non branded keyword opportunities to increase client-identified conversion metrics
- Managed a team of interns and specialized external SEO-focused contractors
- Developed content strategies & SEO strategies in accordance with client contract objectives
- Act as the client contact for strategy, implementation and analytics reporting
- Created and presented campaign strategy to various C-Level executives
- Generated over \$300k in SEO up sells & annual maintenance renewals

Oct 07 – Oct 08

Account Manager

- Implement tactical SEO strategy to improve natural search rankings across 8 clients
- Managed multiple PPC campaigns with monthly budgets as high as \$40k / month
- Google AdWords certified & proficient with Google Analytics
- Created SEO-friendly press releases and online article process capable of acquiring 100+ links per month via external link building

July 04-July 07 **Iron Mountain Digital (formerly Connected Corporation) – Southborough, MA**

Dec 06-July 07

Sales Operations Administrator – Sales Operations

- Lead product launch sub committees for enhancements to new software releases
- Administer and Track Global Sales Leads through Salesforce.com
- Responsible for leading core team in global sales operations training
- Register and track new business contracts and distribute to proper fulfillment channel
- Continuously administer and update Sales Forecast for weekly conference calls

Aug 05-Dec 06

Software Fulfillment Specialist – Sales Operations

- Leveraged security into products and business process driving additional revenue
- Create and manage post sale strategies between client, sales force and customer support
- Responsible for designing and refining business process for existing software product / service lines during the product's life cycle
- Developed messaging that bridged multiple product lines.

July 04-Aug 05

Software Fulfillment Coordinator – Level II Corporate Support

- Create customer facing content through a comprehensive licensing process
- Generate and communicate new business opportunities and customer retention through proactive account servicing
- Created effective product messages for prospects, customers, and partners

Nov 02-July 04

John Hancock Financial Services/Manulife - Warwick, Rhode Island

Marketing Representative

- Created an organized dynamic group sales presentations
- Trained and managed a team of three interns for purposes of generating new prospects
- Consulted public on investment & insurance strategies
- Designed and presented financial seminars

INTERNSHIP

March 07-July 07

CIO Magazine Online - CXO Media – Framingham, MA

Online Edit Intern

- Merging the CIO Magazine physical brand with CIO.com
- Writing internet editorial content
- Online content management through new webpage architectural launch

EDUCATION

Providence College – Providence, Rhode Island

Master of Business Administration – Graduated May 2007

Concentration: Marketing

GPA: 3.78

Masters Thesis: [Non-Traditional Marketing Influencing Multi-Collaborative Networks](#)

Bryant University – Smithfield, Rhode Island

Bachelors of Science in Business Administration – Graduated May 2003

Concentration: Marketing and Computer Information Systems

GPA: 3.40

Achievements: Cum Laude; Dean's List - 8 consecutive semesters

SKILLS

Search Engine Optimization, Search Engine Marketing (Google, Yahoo, MSN/Bing), Keyword Research, Online Competitive Analysis, Website Analytics (Omniture SiteCatalyst, Webtrends, Google Analytics), Website Content Development & Content Strategy, SEO Copywriting, Internal Link Strategy, External Link Building, Online Marketing Strategy, Workflow Analysis, Proposal Writing, Public Speaking, Website ROI, Mentoring, Workflow Analysis, Pivot Tables, Vendor Management, Relationship Management, Client Renewals