

# MARK ANYBODY

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## VP, SEARCH & PERFORMANCE MARKETING

Dedicated and motivated executive with a strong background in Digital Marketing and Organizational Leadership. Possess years of successful experience consulting on multifaceted search projects, developing and implementing effective promotional strategies, and leading teams of productive and motivated staff. Able to build and maintain profitable relationships with a wide range of clients and key business partners. Consistently recognized for outstanding contributions to the bottom line and commended for efficiency, priority management, and communication skills. Computer savvy and familiar with many modern, applications, and technologies.

### AREAS OF EXPERTISE

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- Search Marketing
  - Strategic Planning
  - Web & Digital Media
  - Program Management
  - Staff Development
  - Budgeting & Cost Control
  - Data Analysis & Reporting
  - Performance Tracking
  - Training & Team Building
  - Profit & Revenue Growth
  - Project Coordination
  - Business Development
  - SEO & Paid Search
  - Quality Management
  - Process Improvement
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### RECENT WORK EXPERIENCE

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**Spark Innovation Group (MediaSnatch) – New York, NY** **3/2013-Present**  
*Vice President, Performance Marketing*

Plan and implement successful strategies to drive revenues and ensure overall client satisfaction. Train, mentor, and supervise a team of 11 employees and serve as the agency liaison for Amazon Marketing Services Solutions. Direct and manage paid search, social, and performance marketing initiatives for Fortune 500 customers. Oversee career development for all search and social staff members and work collaboratively with the New Business team to create and conduct executive presentations. Consult with key clientele on e-commerce programs and how to best utilize Amazon Marketing Solutions, Criteo, and Shopper feeds. Introduce effective digital marketing tactics and work with clients to help establish KPIs, analytics programs, and advanced monitoring tools. Consistently recognized for performance and leadership skills and presented with multiple creative media awards and honors.

#### Select Accomplishments:

- *New York Life* – Implemented unique bid strategies to save the client over \$1M in one year
- *Aflac* – Conducted regression analysis to cut B2B CPL in half and increase leads by 200%
- *NBA* – Utilized audience-based digital strategies to drive a 71% annual increase in ticket sales
- *Bloomin' Brands* – Successfully increased restaurant visit rate by 23% year-over-year
- *Tri-Honda* – Enhanced incremental dealer visits by 14% by adapting CPA for new visitors
- *Keurig* – Advised client to expand product offerings and improved Amazon traffic by 11%

### PREVIOUS WORK EXPERIENCE

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**Level Headed Media – New York, NY** **5/2012-3/2013**  
*Lead Analyst, Digital Media & Search Analytics*

**AXX Equitable – New York, NY** **2/2009-4/2012**  
*Data Analytics, Search & Fraud*

**Rhymes Technologies Corp. – New York, NY** **2/2007-11/2008**  
*Financial Analyst/Market Data Consultant*

### EDUCATION

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**Yeshiva University – New York, NY** **5/2007**  
*Bachelor of Science (BS) in Finance* **GPA=3.4**

### TECHNICAL PROFICIENCIES

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Amazon Market Services ♦ Google AdWords ♦ Microsoft AdCenter ♦ Doubleclick ♦ Omniture ♦ Kenshoo ♦ Discover ♦ Google Analytics ♦ Media Mind ♦ Turn ♦ AdBlade ♦ Windows XP ♦ Microsoft Office 2010 (Word, Excel, PowerPoint, and Access) ♦ WordPerfect Suite ♦ Bloomberg ♦ SQL ♦ Tableau