
Accomplishments

- Ten + years of progressive program, project and team management experience within online communications and technology
- In-depth knowledge and client management / business development experience in SEM, SEO and Online Advertising
- Eight + years experience growing large-spend clients and account management teams within start-up companies
- Successful launch, growth and management of domestic and international client service teams
- Consistently responsible for development of: international business, internal processes and training

Work Experience

Glazer Enterprises Inc. (GEI), New York, NY

Partner & Search Marketing Director, 2007 – Present

- Won new business and generated excitement behind major services while building credibility and delivering customer confidence despite downturn in economy and technology sector
- Authored and executed business plan, built organizational structure, and contributed vision during startup and growth phases
- Managed all aspects of internal operations- new business development, sales and marketing, IT, employee review schedule, financial planning and reporting, customer relations
- Forecasted company budget and analysis
- Spearheaded and Directed Search Marketing division- interviewed, qualified, trained and supervised all NY client services personnel
- Supervised remote interdisciplinary teams (business analysts, engineers, account managers, web developers and designers)
- Drafted client contracts and negotiated employee contracts
- Served as primary source for strategy; client advisory; recommendations and solutions; quantitative market research; enterprise solutions; and multi-channel distribution
- Performed GEI competitive analysis and conducted online marketing industry leader focus groups to reposition company

Efficient Frontier, New York, NY

Senior Account Manager, 2005 – 2007

- Grew Tier-1 client account from \$60K to \$1 Million in monthly search spend (1,670% increase)
- Effectively managed over \$22 Million in annual search marketing spend
- Responsible for founding the New York office and acting as sole NY client services manager during employee recruitment
- Increased two Tier-1 clients' qualified leads by 215% and 101%, respectively, in one year
- Grew a Tier-1 client's monthly search spend by 78% to \$800K in 2006
- Proactively managed over \$3 Million of monthly search spend
- Worked with third-party outsourcing company in India to streamline client reporting services
- Represented and pitched Efficient Frontier at numerous search and online advertising conferences throughout US
- For all clients, found efficiencies and increased ROI through innovative solutions such as: Geo Targeting, Ad copy testing, etc., resulting in award of many new sectors of client business
- Developed and implemented new employee training schedule (lead classes teaching employees: EF reporting interface, how to read and interpret reports, and how to troubleshoot client problems)
- Served as primary local IT support- solely responsible for setting up NY office wireless network and for providing ongoing local IT and software support and training (operating system issue resolution; software installations / upgrades; Excel, Power Point, HTML training)

Atlas, a division of aQuantive, Inc., New York, NY

Account Manager, Search, 2004 - 2005

- Promoted to international managerial role responsible for seamless delivery of Atlas Search technology and new product release roadmaps to US, Europe and Australia
- Solely managed East Coast search clients and supervised client service teams in London, Sydney, NYC and Seattle to ensure proper execution of Atlas Search solution
- Created "Benefits of SEM" and "Why Your Company Needs Atlas Search" corporate sales presentations for US and Australian business development
- Wrote, published, and updated complete process documentation for Atlas Search implementation and management
- Evaluated numerous NYC office real estate properties and worked with architects and designers to create a new functional, pleasing Atlas office
- Conducted off-site internal and external search training (Atlas Search as well as online search knowledge) throughout North America

Account Manager, 2003 - 2004

- Traveled extensively throughout US and Canada to build client relationships with both direct advertisers and advertising agencies
- Served as primary resource for client's successful transition to Atlas technology, account retention and growth
- Exceeded client goals and success metrics (e.g. ROI, ROAS) through development of custom strategies such as targeting and segmentation
- Authored and presented external and internal seminars on the following topics: new product release training, data analysis and general benefits of online advertising
- Interviewed candidates for client service executive management position as well as peer and junior client service positions
- Mentored junior client services managers and traffickers

The Digital Edge, a division of Young & Rubicam, New York, NY

Media Strategist, 2000 - 2002

- Developed and executed B2C and B2B online media campaigns for diverse client accounts exceeding \$50 Million
- Selected to draft external pitches and present growth plans for The Digital Edge corporate business development team
- Supervised and trained teams of media planners, media buyers and market researchers
- Researched, analyzed and implemented wireless/mobile initiatives for clients
- Spearheaded agency billing project designed to more efficiently manage client accounts
- Directed and monitored bi-weekly tracking and optimization of numerous concurrently-running campaigns

media.com, a division of Grey Worldwide, New York, NY

Interactive Media Assistant Manager, 2000

- Promoted from Interactive Media Assistant to Interactive Media Assistant Manager within six months allowing for independent management of online media campaigns
- Planned, negotiated and purchased interactive media
- Monitored and optimized campaigns, drafting bi-weekly campaign performance reports and analyses for all clients

Interactive Media Assistant, 1999

- Assisted creating media plans for new business pitches
- Researched and analyzed client and agency competitor markets
- Drafted both internal and client billing and budget reports

First Insight Securities, Cincinnati, OH

Trader Liaison and Web Master, 1998 - 1999

- Investigated and presented new technology options to firm's principals
- Designed, created and maintained an educational and marketing-driven web site for the firm
- Provided traders with new technology training and full-time technical support in busy equities trading-floor environment
- Executed NYSE stock trading orders directly to the exchange floor

Education

University of Cincinnati: Cincinnati, OH 1999

Bachelor of Business Administration in Marketing and International Business

National Institute of Information Technology (NIIT): New Delhi, India 1993-1995

Professional Diploma in Computer Programming—C++, Java, SQL

Alliance Française de Delhi: New Delhi, India 1993-1994

Certificat de Française Moyen—One year diploma in intensive French

Special Skills and Languages

Fluent in English and Hindi. Proficient in French. Expert in Linux, Windows and Macintosh systems. Extensive knowledge of the following Search Engine Management tools and software: Google AdWords / Analytics, Yahoo Panama, MSN AdCenter, ASK, MIVA, Efficient Frontier, SearchIgnite, Atlas, Atlas Search, DoubleClick DFA, MS Office 2007, MS Publisher, Illustrator CS3, Photoshop CS3, Dreamweaver CS3, Flash, HTML, Donovan Data Systems, Hitwise, Yahoo! Buzz, comScore MediaMetrix, Nielsen Media, and MRI.