

## DIGITAL MARKETING MANAGER

### Core Qualifications

- Window XP, Vista, 7.
- Program languages: Lisp, HTML, SQL, Macros (VBA).
- Software Products/Tools: Microsoft Word, Excel (Pivot table, Vlookup, etc.), Access, PowerPoint,
- Sharepoint, Salesforce, Google Analytics, IBM Coremetrics and
- Microstrategy, Infoview, Basecamp, Youtube and Facebook Analytics,
- Sitespect, SEO (working knowledge). Others: Statistic, Behavioral Psychology.

### Experience

Digital Marketing Manager 08/2012 to 01/2016 Company Name City , State

- Grew the combined SEM, display, retargeting and affiliate marketing channel by 15% in membership this past year.
- Hence an increase of \$20 million in life time value.
- Launched acquisition and brand awareness marketing campaigns with marketing partners (Affiliate, Retargeting, SEM Adwords, Facebook, etc.) that were segmented by market.
- Optimized campaigns across different channels by changing/adding keywords, creative, ad grouping, dna/cities, ad copies, bids, landing pages, etc.
- to lower CPA and increase ROI.
- Collaborated with pricing and creative team and marketing partners to create/replace creative that reflect marketing strategies.
- Worked with marketing partners to understand & compete with competitors' marketing strategies.
- Maintained budgets and negotiated prices/bonuses with new/existing marketing partners.
- Exported data from different marketing partners system.
- Used advance Excel to dissect data and create dashboards to highlight marketing campaigns (CPA, CPC, CPM).
- Used PowerPoint to present KPI, ROI and recommendations to internal teams, executives and marketing partners.
- Managed an associate to maintain and optimize campaigns across different channels.
- Created A/B and multivariate tests with Sitespect to find landing page/channel/messaging that generate the highest conversion rate.
- Consequently increase conversion rate by 10%.
- Analyzed web & marketing performance metrics such as CTR, Conversion Rate, purchase funnel conversion rate, LTV, etc.
- with IBM Coremetric and Google Analytics.

Affiliate Marketing Manager 04/2009 to 07/2012 Company Name City , State

- Managed and monitored daily affiliate performance.
- Also optimized campaigns often by changing creative, landing pages, offers, etc.
- As a result generated 10% increase in revenue.
- Negotiated with affiliate networks for optimal cost: base on CPC, CPM, CPA.
- Used SiteCatalyst, Omniture to generate daily and weekly reporting & analysis to internal team and external partners.
- Researched and built partnerships with new affiliates with high levels of relevant traffic.
- Worked with creative team to design creative that is relevant to current events and seasons.
- Managed A/B and multivariate tests to find the highest converting landing pages.
- Analyzed historic performance with advance Microsoft Excel (Pivot table and Vlookup) Developed new business models such as up selling, redesigning creative and pop ups.
- Collaborated with technical teams to resolve reporting, creative or application issues.

Business Intelligent Analyst 07/2006 to 04/2009 Company Name City , State

- Worked with multiple teams to increase call by 18% and revenue by 10% in past years.
- Used SQL to mine data from multiple databases and tables.
- Also gathered data from Salesforce.
- Built ad hoc report with Business Object - Infoview to highlight metrics: impressions, searches, clicks, CTR, revenue, etc.
- Created a dashboard that collects raw data live without the delay of applying business rules Designed A/B testing to highlight the effects of product enhancements or replacements.
- Analyzed the results of A/B testing with advance Excel (Pivot table, Vlookup, etc) and present KPI and forecast to team members and management in PowerPoint.
- Identified enhancements in existing online products to increase search relevancy and customer experience, as result increase in click through rate (CTR) & more revenue.

Loan Processor/Analyst 07/2004 to 06/2006 Company Name City , State

- Validated and verified loan application information.
- Compared application information to Database.
- Analyzed supporting documentation on Automated Underwriting System.
- Reviewed loan application package for completeness and accuracy.
- Reconciled application information against system input, comparing individual data.
- Calculated and analyzed debt to income ratio (i.e.

- employment, tax returns, etc.).
- Also funds to close (i.e.
- verification of deposits, gift money, etc).
- Coordinated rigorously with customers, boarding, processing, underwriting, closing, appraisal and escrow teams to close loans.

#### Education

Bachelor : Cognitive Science Computational Modeling May 2004 University of California City Cognitive Science Computational Modeling Skills

ad, budgets, closing, Conversion, CPA, databases, Database, dna, documentation, funds, Google Analytics, HTML, IBM, Lisp, Macros, marketing strategies, marketing, market, messaging, Access, Microsoft Excel, Excel, money, PowerPoint, Sharepoint, Window, Microsoft Word, Microstrategy, networks, Operating systems, page, Pivot table, pricing, Psychology, reporting, selling, SQL, tables, tax returns, Underwriting, Vista, VBA