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## Interactive Marketing and Strategy Expert

**Jim Ericson** has more than 13 years of experience managing and executing interactive marketing initiatives. He has also been responsible for brand development, marketing communications, analyst relations, and marketing strategy.

Ericson's biggest professional accomplishments include driving hundreds of thousands of consumers to multiple family and heritage subscription services and launching Move Networks, the streaming provider for ABC, ESPN, Fox, CW TV, Televisa, and other leading media brands. Ericson established Move Networks' market presence through branding, strategy, and product marketing communications. He also managed the development of Move Publish, the company's workflow publishing product, which was first used by ESPN to manage and deliver live video feeds through ESPN 360.

Prior leadership experience also includes roles as Vice President of Marketing for 10x Marketing, Agilix Labs, and Infobase Media. Genealogy market experience includes roles as Vice President of Marketing at OneGreatFamily and as Marketing Director and Product Manager at Ancestry.com.

### Key Accomplishments in Interactive Marketing

#### Executive Management

- **Managed Media and Analyst Relationships** - Move Networks
- **Built Worldclass Marketing Teams** - FamilyLink.com, Move Networks, Ancestry.com
- **Trained and mentored marketing managers** - 10x Marketing, OneGreatFamily, Ancestry.com, FamilyLink.com
- **Managed Marketing Budgets Above \$100k** - OneGreatFamily, Ancestry.com, Infobase Media
- **Managed Marketing P&L** - OneGreatFamily, MyFamily.com, Ancestry.com, 10x Marketing
- **Chose Marketing Platforms and Technologies** - Ancestry.com,
- **Client and Partner Presentations and Negotiations** - Move Networks, 10x Marketing, Ancestry.com, FamilyLink.com

#### Direct Sales and Lead Generation

- Generated thousands of leads for top-selling business book, *One Minute Millionaire*
- Worked with email, product partners, and loyalty program vendors to drive tens of thousands of new subscribers at Ancestry.com and FamilyLink.com
- Implemented dozens of direct interactive marketing campaigns based on positive cash flow
- Drove hundreds of thousands of new paying subscribers to online subscription services
- Drove millions of downloads and free site memberships

#### Social Marketing

- Built a team of social marketing Interns and communicated with hundreds of thousands of followers on Facebook and Twitter
- Created multiple advertising campaigns on Facebook and We're Related

#### Website Optimization

- Directed and/or implemented site changes to dramatically increase conversion rates multiple times
- Added key marketing programs to sites, including newsletters, affiliate signups, cross-selling options, and promotions

**Marketing Intelligence and Analytics**

- Defined analytics requirements for Ancestry.com to track activity and success metrics
- Defined only existing analytics platform to measure video streaming engagement
- Managed accounts and reporting on multiple analytics platforms, including Omniture, Google Analytics, CoreMetrics, and WebTrends

**Affiliate Marketing**

- Implemented new affiliate programs for Ancestry.com, OneGreatFamily, GeneTree, and Franklin-Covey
- Implemented or managed programs on CJ, BeFree (now CJ), LinkShare, Google Affiliate Network, DirecTrack, MyAffiliateProgram, and in house programs
- Drove 25-30% of new sales through affiliate links at Ancestry.com with tens of thousands of affiliates

**PPC Marketing**

- Implemented and managed positive cash flow PPC campaigns at Ancestry.com, OneGreatFamily, and FamilyLink.com
- Managed PPC campaigns for Power-Glide and GeneTree.com
- Extensive experience with Google AdWords, Yahoo! Search, and MSN

**SEO Marketing**

- Defined multiple successful SEO projects at Ancestry.com and OneGreatFamily worth hundreds of thousands of dollars in marketing budget
- Oversaw SEO strategies for multiple clients at 10x Marketing that created top natural search rankings in competitive industries

**Subscription Marketing**

- Communicated with hundreds of thousands of subscribers through complete membership life cycle from acquisition to renewal
- Implemented a membership loyalty program that increased retention by 20%

**Product Management**

- Managed products used by millions of people on a daily or monthly basis: Ancestry.com, MyFamily.com, Ancestry World Tree, Ancestry Family Tree, and Ancestry Online Tree
- Implemented key integration and expansion products, including Ancestry.com's Library edition, the combining of WorldConnect and Ancestry World Tree, and converting MyFamily.com to a paid subscription service.

**Key Positions****Vice President, Marketing**

FamilyLink.com, Inc.  
Move Networks, Inc.

Agilix Labs, Inc.  
Infobase Media

10x Marketing  
OneGreatFamily

**Product Manager**, Ancestry.com

**Marketing Director**, Ancestry.com