

MARKETING EXECUTIVE

Internet Marketing • Promotional Strategy • Brand Building • Startup Leadership

Results-driven professional with a progressive management career marketing products and services online. Skilled at developing and executing targeted business initiatives that drive customer acquisition, increase loyalty, and improve profitability. Highly effective communicator and team leader with proven ability to build long-term relationships with internal and external customers by establishing a high level of confidence and trust. Visionary leader with a keen understanding of business priorities and demonstrated expertise in rapidly advancing business goals to revenue-producing activities.

CORE LEADERSHIP QUALIFICATIONS

Partnership Negotiation
Marketing Goals & Metrics
P&L, Projections & Budgets
Creative Problem Solving

Staff Hiring & Training
Media Planning & Buying
Key Account Management
Social Media & Marketing

Pricing Strategy
Customer Acquisition & Retention
Marketing Program Management
Product Management

KEY EXPERIENCE

FAMILYLINK.COM, PROVO, UT

9/2008 – 10/2009

Provider of social networking and genealogy services to more than 50 million individuals

Vice President, Marketing

Drove online leads and sales to the genealogy service through interactive marketing, including PPC, SEO, affiliate, and email. Built a team of six marketing managers to assume responsibility for individual marketing programs to drive the success of a multi-million dollar subscription service. Proposed marketing and brand strategy to create synergy and alignment between multiple properties for increased revenue and retention. Managed marketing budget of more than \$100,000 to reach acquisition cost and volume targets. Fully responsible for subscription revenue goals.

- Negotiated and managed profitable marketing relationships with more than a dozen partners in the genealogy market
- Optimized and improved subscription service for more than 30,000 paying customers
- Increased subscription revenue with minimal investment in core service
- Drove branding and awareness through PR, newsletters, and social marketing
- Spearheaded creation of localized subscription service for Australian market
- Managed multiple strategic relationships to increase sales through marketing collaborations

Selected Accomplishments:

- Launched new joint-marketing campaigns through email that increased sales by 50% within a three-month period
- Hired and trained world-class interactive marketing team
- Implemented innovative social marketing strategy, including training a team of social marketing interns
- Redesigned a subscription signup process that more than doubled the site's conversion rate
- Decreased online advertising spending by 30% at the same time sales increased by 50% to approach profitability
- Orchestrated and launched an online subscription drive, including providing free access to premium content, that more than doubled monthly signups and revenue

AGILIX LABS, OREM, UT

9/2007 – 9/2008, 4/2004 – 9/2004

Developer of GoCourse and the BrainHoney.com Learning System for course and classroom management

Vice President, Marketing

Spearheaded the implementation of a marketing strategy to migrate the company's brand and corporate focus to an online learning system with unique capabilities to improve the learning relationship between teachers and learners. Increased awareness of BrainHoney among analysts and opinion leaders through strategic communications and conferences. Created online campaigns and initiatives to drive end-user adoption of BrainHoney.com among college students to drive initial usage and development of learning materials.

- Oversaw online brand development
- Implemented, measured, and maintained all online marketing campaigns
- Created marketing programs to generate affinity sales by targeting students
- Managed the online customer forum
- Created marketing presentations for conferences and events

Selected Accomplishments:

- Implemented Agilix Ambassador program for affinity marketing with hundreds of student promoters
- Redesigned Web site to create direct online sales channel
- Created four-step trial conversion process that increased conversion rate from 10% to more than 30% and captured more than 200,000 sales leads through an online trial

MOVE NETWORKS, AMERICAN FORK, UT

1/2006 – 9/2007

Online video distribution service and developer of an adaptive streaming protocol, platform, and services for major online media destinations, including ABC.com, ESPN 360, FOX.com, CWTV.com, Televisa.com, Discovery.com, and others

Vice President, Marketing

Handled all aspects of the launch of the Move Networks brand to the market, including media and analyst relations, design and collateral, product management, analytics reporting to clients, and product presentations

- Introduced new video streaming brand to the market to generate positive buzz and critical approval
- Created all branding, positional papers, product sheets, and collateral for product line
- Managed PR and analyst relationships
- Defined product specifications based on client use cases and requirements
- Delivered usage and performance metrics to clients to demonstrate impact of streaming protocol on profitability
- Managed marketing efforts on behalf of publishing partners, including customer use cases

Selected Accomplishments:

- Created ongoing stream of media placements to establish Move Networks as premium brand for quality online streaming, including receiving several awards and recognitions
- Optimized software download and installation process to satisfy needs of FOX, ABC, CWTV, Televisa, and others to address and overcome end-user adoption challenges
- Achieved one million installations of Move Networks media player within three months of first publisher launch
- Defined and launched first-ever online publishing automation system used to stream live broadcasts within a six-month period (ESPN 360 was first production user)

INFOBASE MEDIA CORP., OREM, UT

9/2004 – 1/2006

Producer and distributor of digital text library software and MP3 downloads for religious and general audiences

Vice President, Marketing

Created strategy and implemented all marketing efforts for franchise of personal library software and related MP3 downloads that generated more than \$2 Million in sales from a \$400,000 annual marketing budget. Produced targeted advertising and integrated campaigns that included radio, television, billboards, interactive, direct mail, and email campaigns to drive millions of unique visitors to online properties.

- Developed strategic marketing plan and measured all marketing activities within a \$400,000 annual marketing budget
- Personally oversaw all marketing activities, including direct mail, online advertising, marketing communications, trade shows, public relations, and brand development
- Directly implemented and managed all online marketing campaigns and partnership activities
- Conducted competitive and customer research to develop strategic vision
- Managed the online customer experience
- Acted as media planner and buyer for all media spending decisions
- Initiated and managed third-party marketing relationships

Selected Accomplishments:

- Generated more than \$2 Million in direct product sales in the first year with an integrated media strategy
- Increased monthly sales of audio downloads by more than 200% within one year (from \$25,000 to more than \$75,000)
- Launched two redesigned Web sites that increased conversion rates by more than 40% within three months
- Generated online sales with marketing expenses at 20% of sales revenue

ONEGREATFAMILY, SPRINGVILLE, UT

2/2003 – 4/2004, 3/2002 – 6/2002

Developer and marketer of unified family tree service for genealogy consumers

Vice President, Marketing

Grew online subscription service through cash-flow positive online marketing activities, starting with a one-person marketing team. Managed all customer-facing activities, including customer service and technical support to provide customers with a consistent and

positive experience. Defined and marketed several service enhancements that improved customer acquisition and retention efforts. Helped transform a company with a questionable future into a leader in the genealogy market through strategic initiatives in online marketing, product management, and business development.

- Oversaw all marketing activities, including product management, marketing communications, trade shows, promotions, business development, branding relationships, etc.
- Directly managed Customer Service and Technical Support
- Allocated budget and spending to top-producing programs and campaigns to produce a positive ROI on a monthly basis
- Conducted customer testing and surveys to improve user experience and establish fair customer policies
- Defined new product specifications with clear marketing requirements

Selected Accomplishments:

- Designed a tracking system for direct marketing effectiveness and ROI that resulted in optimized marketing spending and increased profitability
- Built results-oriented marketing team of four employees within two years with each new employee increasing overall ROI
- Grew revenue by 200% year over year on a positive ROI cash basis (from \$2 Million to more than \$6 Million)
- Increased profitability by defining several new features that increased the initial conversion rates and the lifetime value of a customer through increased retention

10X MARKETING, OREM, UT

6/2002 – 2/2003

Interactive Marketing agency providing outsourced online marketing services, including conversion, affiliate, PPC, email, and SEO

Vice President, Marketing

Satisfied clients for up to \$75,000 in monthly billings by managing key accounts and directing marketing efforts on behalf of Franklin-Covey, Sorenson Genomics, Power-Glide, Frontline Phonics, *One Minute Millionaire*, iLink, and other clients. Hired, trained, and managed entry-level marketers to run marketing programs to generate positive returns for each client. Helped grow organization from six to 12 employees in a six-month period.

- Produced measurable results for all clients
- Motivated and trained performance-driven marketing team of eight employees to achieve profitable results for each client
- Provided each client with frequent updates on strategy, efforts, and measured achievements
- Acquired new clients through personal selling

Selected Accomplishments:

- Built a team of excellent marketing employees through solid hiring decisions
- Personally sold services to three new clients (\$160,000 in initial services)
- Participated in the launch of three successful new affiliate programs on behalf of clients, including a new program on behalf of FranklinCovey

ANCESTRY.COM/MYFAMILY.COM, OREM, UT & SAN FRANCISCO, CA

4/1998 – 3/2002

Online subscription services for genealogy and family websites

Positions Held:

Product Manager (2001 – 2002)

Senior Site Producer (2001)

Guerilla Marketing Director (2000 – 2001)

Web Marketing Director (1998 – 2000)

Pioneered affiliate marketing, online advertising, online subscription services, and Internet-based services in the genealogy market, including the growth of subscriptions on Ancestry.com from 20,000 to more than 150,000 and membership on MyFamily.com to more than 30 Million members. Key initiatives included managing and launching Ancestry Family Tree, the first genealogy software application to combine family tree building with database search results, and converting MyFamily.com from a multi-million dollar loss into a successful subscription-based service.

- Defined product features for online services and software applications
- Established priorities and oversaw execution for major projects
- Led "SWAT" team to quickly address customer needs and expectations through rapid change
- Managed teams of marketing and product management employees to consistently exceed expectations
- Analyzed and distributed reports on key business metrics and strategy implications

Selected Accomplishments:

- Defined product requirements, project managed and launched Ancestry Family Tree (including the marketing plan), generating more than 600,000 downloads within the first year
- Transitioned free family Web site service into paid subscription model (3% conversion from active accounts and \$2 Million in recurring subscription revenue within first six months)
- Managed multiple products and product lines, including family tree software, subscription services, product websites, online training, library product offering, and more
- Lowered customer acquisition costs by more than 50% through new programs, including barter arrangements, soft ware trial offers, and Tell-a-Friend referral program
- Personally responsible for \$500,000 annual marketing budget, including banner exchange programs, print advertising, online advertising, affiliate marketing, search engine optimization, email advertising, and several marketing feature enhancements
- Made excellent hiring and employee incentive decisions to increase accountability and effectiveness of employees
- Ancestry.com voted favorite genealogy site online
- Successfully negotiated advertising terms with AOL for advertising and co-branded site relationship (5-year agreement costing less than \$3 Million, only part of which was advertising budget)
- Grew subscriptions from 20,000 to more than 75,000 within a six-month period (reached 200,000 two years later)
- Launched affiliate program that was responsible for 25-30% of all sales for Ancestry.com
- Implemented ongoing cash-positive advertising programs that generated up to \$1 Million in monthly subscription revenue
- Designed and implemented source tracking system for Ancestry.com that associated each new subscription with a referral source

EDUCATION

MBA, MARRIOTT SCHOOL OF MANAGEMENT, BRIGHAM YOUNG UNIVERSITY, PROVO, UT

4/1998

- Cumulative GPA: 3.75

MBA with a marketing emphasis. Courses covered media management, marketing communications, marketing management, Internet marketing, macro economics, finance, international management, and more. Study and preparation with team focus. Focus on case studies and real-life experiences.

BA, PUBLIC RELATIONS, BRIGHAM YOUNG UNIVERSITY, PROVO, UT

4/1996

- Cumulative GPA: 3.9, Graduated magna cum laude

Scholarships and Affiliations:

- Trustees Scholarship, Arta Lind Grow Scholarship, Phi Kappa Phi Honor Society, Kappa Tau Alpha (national honor society for communications), Novell Outstanding Senior Award

TECHNICAL SKILLS

HTML, SQL, Adobe Photoshop, Illustrator, InDesign, Quark Xpress, Microsoft Office Suite, Microsoft Visual SourceSafe, Omniture SiteCatalyst, P&L Management, Budgeting and Forecasting, Business Modeling, Market Analysis, Customer Research, Spanish