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a day in the life (maybe two)

*Fly back from presenting **local search** capabilities presentation to Olive Garden and Red Lobster in Florida. Sleep. Scooter to work. Check email. Work on **biz dev proposal** for Under Armour. Finish smoothie. Work on **social media** presentation for traditional Ad Agency owners in Carmel. Meet with a direct report for **communication coaching** and **career pathing**. Eat lunch while watching a Groundswell webinar on creating **business cases for social communities**. Write a blog post about the ethics of getting paid to post on **Wikipedia**. **Twitter** about my blog post. Analyze IMAX's **PPC performance**. Lead a brainstorming session on creative ways to use **widgets** to target specific demographics and geographies for Papa Johns. Compile an internal memo on **Google page rank sculpting**. Accompany VP of business development on a prospective client dinner meeting. Unwind by watching *The Office* online with my wife.*

experience

Media Director, Sitewire Tempe, AZ 2006-present

- Managed, hired, and in some cases fired 20+ individuals on the Media, Econometrics and Brand Services teams. Trained team members in Search Engine Optimization, Pay-Per-Click, Media Buying, Optimized Press Releases and Brand Patrol.
- Managed the creation of a proprietary reporting platform that improved efficiency by more than two fold.
- Developed and managed multi-million dollar pay-per-click campaigns for Pulte Homes, resulting in XXX hundred million dollars of home sales that can be tracked back the keyword that originally initiated the lead.
- Authored integrated search and social media methodologies, giving Sitewire a key competitive advantage.

Search Marketing Consultant, Album Creative San Clemente, CA 2005

- Developed product offering and price structure for selling search optimization and online advertising to existing clients.

Owner, Vintagelux Online T-shirt Company Mesa, AZ 2003-2006

- Pioneered virtual inventory project allowing retailers to view a superior selection of designs at minimal production cost; Increased the availability of products by 400%.
- Managed SEOP, PPC marketing, and affiliate partnerships resulting in a 300% traffic increase from 2004-2005.

Sports Photographer, ProPix Orem, UT 2002-2004

- Planned and executed massive photography events (up to 3,000 athletes.) Management included outsourcing, short-term hiring and the coordination of over 50 employees.
- Authored and instituted a staffing system which doubled output while cutting labor expenses in half.

education

Brigham Young University — Bachelor of Arts, Marketing Communication

skills

Google Adwords Professional, Yahoo Search Ambassador, Omniture Search Center Expert, Skilled in Microsoft Office, Adobe Photoshop and Illustrator, Photography, Mac & PC, Fluent in Portuguese