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jonathanc Clark

Objective

A solid background in managing relevant keyword universe, levels of investment, keyword bidding strategies and measuring success of online marketing efforts to ensure high ROI. Experienced in managing all promotional and educational email campaigns to optimize brand recognition, revenue and retention. Detailed understanding of MS Office, Pinnacle Studio Plus and keyword research and online marketing tools. Strong comprehension of web usability, site design, quantitative skills, web analytics and ROI analysis. Fundamental skills in Adobe products, CSS and HTML.

Experience

2007-present PPCForHire Consulting San Diego, CA
Founder and President

- Provide consulting services in search engine marketing, Search Engine Optimization (SEO), Pay Per Click Marketing (PPC), web site design & development, e-mail marketing, web analytics & blogging.
- Actively formulate and implement online marketing campaigns for small to mid-sized businesses for client retention and increased revenue streams.
- Responsible for all business operations, documentation and accounting.
- Execute SEM documents such as: Keyword generation & segmentation, Forecasting, Insertion Orders, Ad copywriting, & Performance Reporting.

2007-present Interactivate, Inc. San Diego, CA
Lead PPC Specialist

- Manage 30 + Pay Per Click (PPC) campaigns with an approximate spend of \$1.5 million in Google Adwords, Yahoo Search Marketing, and MSN AdCenter for clients ranging from e-commerce, large scale Real Estate Developers, Financial Services and Agricultural.
- Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
- Lead role in landing page development, implementation, multi-variant testing and consulting.
- Work exclusively with Vice President of Marketing and CEO to strategize, up sell, and analyze ROI for PPC management offerings and pricing.
- Develop custom monthly reporting deliverables for each client by analyzing website and paid search traffic through Web Side Story (HBX) and Google Analytics-Urchin.

2005-2007 HydroWorx International Middletown, PA
Online Marketing Manager

- From August 2005 to July 2006 achieved a 54% growth in PPC lead generation contributing to an overall company growth of 40%.
- Coordinate online advertising media and online marketing media buys.
- Originated initial email marketing newsletter and e-mail marketing campaigns based off best practices and CANSPAM while achieving, on average, a 21% open rate with minimal opt-out and high click-through.
- Implement website development/changes and registration form multi-variable testing to increase organic search visibility, e-newsletter subscriptions and sales leads.
- Prepare PR campaigns to generate 'buzz' for the company by aligning communication tone and strategy with corporate vision and business objectives including press releases and news-cast interviews.

Education & Certifications

- 1997-2002 Messiah College Grantham, PA
- B.S., Marketing and Accounting Minor
 - Cross Cultural Studies: Mexico – Experienced Mexican lifestyle and economic position through Spanish language education, home-stay, and attending political, business and social functions
 - Google AdWords Qualified Professional
 - Yahoo! Ambassador Certification

Technical Qualifications

- Internet Marketing - SEO Optimization, PPC Management, Analytics, Link Building Strategy, Keyword Research, Blogging, E-mail Marketing
- Applications - MS Office, Google Adwords Editor, Adobe Photoshop, Dreamweaver, Pinnacle Studio Plus, Quick Books
- Traditional Marketing - Trade Shows, Public Relations, Press Releases
- Analytics - WebTrends, Websidestory, Google Analytics, Urchin
- Languages - HTML, CSS
- Pay Per Click - Google AdWords, Yahoo Search Marketing, MSN adCenter, Ask.com, Miva, LookSmart, Enhance, ABC Search, GoClick.com