

Search Marketing Specialist Jon Clark

Search Engine Marketing (SEM) | Pay Per Click (PPC) | Search Engine Optimization (SEO)
Professional

JC1198@hotmail.com

Summary

My ultimate goal is to start an interactive advertising agency specializing in pay per click (PPC) management and services as well as social network optimization, search engine optimization (SEO), media buying, affiliate marketing, e-mail marketing and the like.

In the meantime I am gaining as much Internet marketing experience as possible - both agency and client-side.

My in-depth search engine marketing experience includes:

- * Manage 30 + Pay Per Click (PPC) campaigns with an approximate spend of \$1.1 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.
- * In depth keyword research and traffic estimation for both Pay Per Click (PPC) advertising and search engine optimization (SEO).
- * Pay Per Click (PPC) Landing page development, implementation, multi-variant testing and consulting.
- * Website development/changes and registration form multi-variable testing to increase organic search visibility, e-newsletter subscriptions and sales leads.
- * Originating 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.
- * Origination of 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.

Specialties

Certified Google Advertising Professional

Certified Yahoo! Ambassador

American Marketing Association Member

Experience

PPC Specialist at inter@ctivate, inc.

2007 - Present (1 year)

3 recommendations available upon request

Founder and PPC | SEO Consultant at PPC For Hire - Pay Per Click Advertising | SEO Services | Affiliate Marketing | E-mail Marketing

September 2007 - Present (7 months)

Provide consulting services in internet marketing, online marketing, search engine optimization/SEO, search engine marketing/SEM, Pay Per Click Marketing (PPC) Social Media/SMO, web site design, web development, e-commerce, e-mail marketing, website analysis, and website maintenance for non-profits, affinity organizations and small to mid-sized businesses.

PPC Specialist at Interactivate

April 2007 - Present (1 year)

6 recommendations available upon request

Online Marketing Manager at HydroWorx

August 2005 - April 2007 (1 year 9 months)

3 recommendations available upon request

Education

Messiah College

BS, Marketing, 1997 - 2002

Honors and Awards

Google Advertising Professional, 2007

Yahoo! Ambassador, 2007

Interests

Internet Marketing, Pay Per Click Advertising (PPC Advertising) and Pay Per Click Management, Search Engine Optimization (SEO), Search Engine Marketing, Affiliate Marketing, E-mail Marketing, Landing Page Development, Website Design and Development, Search Engine Marketing Blogging, Social Network Marketing, Online Lead Generation, E-commerce Marketing and much, much more!

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12 people have recommended Search Marketing

"I worked with Jon on numerous campaigns. He consistently assembles effective strategies with a focus on ROI. He is one of the few people that has expertise and experience in all aspects of online marketing. I never had a client that was not satisfied with his results. I would recommend Jon to anyone needing a search marketing specialist that would actually like to see results."

— **Tyler Stample**, *Sales, Interactivate*, worked with Search Marketing at inter@ctivate, inc.

"Jon is a search engine marketing expert that focuses on implementing strategic marketing campaigns, which generate high quality leads and sales from website traffic. Working alongside with Jon I have observed and come to admire his ability to project current search engine traffic patterns and adapt quickly to seize market opportunities. Jon would be an asset to any employer and I recommend him for any endeavor he chooses to pursue."

— **Leslie Chacon**, *Founder, DigitaStory*, worked directly with Search Marketing at inter@ctivate, inc.

"Jon is a dedicated, hard working individual who always put forth an extra effort to see each project through to the end. He is a solid communicator who articulates his position fluently and a great team-player. Please feel free to contact me directly about my work experience with Jon at HydroWorx International."

— **Nesbitt Peter**, *Regional Sales Manager, HydroWorx International*, worked with Search Marketing at HydroWorx

"Jonathan is very knowledgeable, skilled and industrious with PPC. He was able to handle multiple accounts - at least 20+ at once and truly is a rockstar with his abilities to manage and optimize campaigns, increasing the conversion and lowering the CPC. I would recommend Jon for any PPC position."

— **Danette Lee**, *Media Director, Interactivate Ad Agency*, managed Search Marketing indirectly at Interactivate

"Jon Clark is an experienced Pay per Click specialist. He has a broad knowledge of search engine marketing including search engine optimization, and paid advertisement. He had successfully

executed and managed many advertisement campaigns across major PPC platforms (Google, Yahoo!, MSN, ASK and lower tier search engines.) with high ROI, by ensuring optimal campaign performance, strategic keyword research and bid management. Jon has strong organizational skills and attention to detail. I strongly recommend him for any search engine marketing position."

— **Mikhail Tuknov**, *Search Engine Marketing Specialist, Interactivate, Inc.*, worked directly with Search Marketing at Interactivate

"I had the pleasure of working with Jon while he was at Hydroworx. He was passionate about his role in the company and always asked tough questions that lead to deep discussions for developing and executing marketing strategies. It was always refreshing to work with Jon as he brought a perspective that reflected his personality in the sense that he would pursue actions that would greatly benefit the client's marketing goals."

— **Paul Bliss**, *Search Engine Manager, Elliance Inc*, was a consultant or contractor to Search Marketing at HydroWorx

"Jon did a great job advancing the marketing communications at HydroWorx."

— **Derek Dunham**, *Account Supervisor, Pavone*, was with another company when working with Search Marketing at HydroWorx

"Jon is a highly dedicated marketing professional with years of experience in managing successful pay per click campaigns. Jon is very instrumental in the success of the marketing campaigns I run for my corporate clients; one of the campaigns Jon ran for a large Real Estate Company yield a 10% conversion rate, the best seen in the company. Jon has a great work attitude and understand very quickly client's business requirements. I would recommend him to any organization looking for a strong online marketer and one who is fun to work with."

— **Stephan Brisard**, *Sr. Account Executive, Interactivate*, worked with Search Marketing at Interactivate

"Jon was a welcome addition to our Search team at Interactive Inc. He's very knowledgeable in Paid Search, passionate about the industry, a self starter, and always followed through all issues until completion. Jon worked well with everyone and was always willing to help contribute in any way to complete the teams goal. I highly recommend Jon work and can be contacted for further reference at a-gildal@microsoft.com"

— **Gilda Lodahl**, *Search Engine Marketing Manager, Interactivate Inc.*, managed Search Marketing at Interactivate

"Jon took the initiative to improve his expertise in SEM and web analytics. He is very dedicated to his work."

— **Maureen Pflum**, *Director - Online Optimization, Interactivate*, managed Search Marketing

indirectly at Interactivate

"John is a very professional and intelligent colleague who is easy to work with. He takes pride in his work and works well with others. I have worked closely with John on several projects where he has exceeded my expectations and proved to be a valuable resource."

— **Justin Gooderham**, *Project Manager, Interactivate Inc*, worked with Search Marketing at Interactivate

"Jon has proved himself to be a very knowledgeable pay per click specialist. While I was fairly new to the industry, Jon taught me much of what i now know about keyword research, bid/budget management, keyword match types, and witting an effective ad copy. Jon is a team player and I would recommend him for any SEM position."

— **Eugene Byun**, *Search Engine Marketing Specialist, Interactivate*, worked directly with Search Marketing at inter@ctivate, inc.

[Contact Search Marketing on LinkedIn](#)