

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:

- Work closely with two Fortune 500 clients with paid search spend in excess of \$100,000 per month
- 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

Link building

Local search optimization

Search engine marketing (SEM)

Search engine optimization (SEO)

SEO analysis
SEO automation enhancement
SEO consulting
SEO data mining
SEO education & training
SEO implementation
SEO keyword research
SEO performance enhancement
SEO training
Website analytics
Website link architecture
Website usability

Experience

Search Account Manager at Microsoft

December 2008 - Present (11 months)

As a search account manager, I act as an expert both anticipating and responding to the challenges of the ever-changing online advertising industry for MSN Premier adCenter clients. This is done by providing customized, proactive advice and support as well as providing expert analysis and optimization services for my personal book of clients.

These optimization services include:

Vertical Insights, Account Inspection, Ad Analysis, Competitive Analysis, Keyword Analysis, Position Analysis, Ad-Group Targeting

Additional responsibilities include:

- Provide world-class service to a portfolio of premium strategic clients
- Pre-sales engagement work including proposal development
- Develop, recommend, and execute proposal, account, & campaign strategy
- Drive full client management and issue resolution
- Lead adCenter training for clients
- Communicate Microsoft's continuously expanding search and online offerings
- Serve as a Microsoft representative/search expert at industry events

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

September 2007 - Present (2 years 2 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.
2 recommendations available upon request

Search Marketing Analyst at Microsoft

July 2008 - December 2008 (6 months)

- Partner with Sales to deliver great results for customers
- Analyze performance of Customer's portfolio of paid search marketing campaigns
- Conduct deep data analysis to inform strategic marketing insights and optimization requirements
- Provide advertisers with deep understanding of vertical and competitive intelligence to help shape marketing strategies
- Provide in-depth consulting services to high spend advertisers
- Recommend on-going creative and pricing strategies to improve Customer results
- Craft on-going targeting recommendations based on audience composition analysis and geographic campaign requirements
- Provide ongoing reporting of search program performance metrics
- Attend client meetings to provide key insights on optimization strategies, AdCenter training and vertical intelligence.
- Serve as vertical and search expert at industry events
- Research industry and vertical trends

Search Engine Marketing Manager at inter@ctivate, inc.

April 2007 - July 2008 (1 year 4 months)

Responsible for providing leadership, cross-functional support and increased success for both the search engine optimization (SEO) and pay per click (PPC) programs through collaboration with sales and client services staff to develop solid bidding strategies and effective key word management on search engines and managing the positioning to meet ROI targets.

Served as the information expert, offering regular training, education and consultation services on a variety of specialties including SEO, PPC, Blogging, link building, etc.

14 recommendations available upon request

Lead PPC Specialist at Interactivate

April 2007 - May 2008 (1 year 2 months)

8 recommendations available upon request

Online Marketing Manager at HydroWorx

August 2005 - April 2007 (1 year 9 months)

4 recommendations available upon request

Education

Messiah College

BS, Marketing, 1997 - 2002

Honors and Awards

Microsoft adExcellence Member, 2008

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!

Search Marketing Specialist Jon Clark

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28 people have recommended Search Marketing

"Jon Clark is very knowledgeable and experienced in the Search Engine Marketing field, but he is also a great teacher who is patient and explains the processes in a way that makes it easy to understand. I learned a great deal from Jon in just a short amount of time. I am very grateful for his assistance."

— **Shannon Mudrick**, *Search Engine Partner Manager, TrafficLeader / Marchex*, reported to Search Marketing at inter@ctivate, inc.

"jon helped turn a theoretical pay-for-performance pricing model for long-tail paid search campaigns into a reality that reduced our customers' costs and increased our agency profit margin. i've audited and adjusted pay-per-click campaigns from a variety of sources. while some ppc accounts are mis-managed in the interests of the ppc vendor and the ad agency (literally at the customer's expense), jon left a legacy of ppc work that continues to drive cost-effective traffic for clients while providing good examples of campaign strategy for search marketers."

— **sean dreilinger**, *typist, inter@ctivate, inc.*, managed Search Marketing indirectly at inter@ctivate, inc.

"Anyone who has worked with Jon Clark can easily speak of his SEM prowess or Paid Search Landscape acumen. In my opinion, Jon's greatest asset is his attention to detail and understanding of search analytics. As a colleague, he was an invaluable team player who was always alongside me in championing clean URL & Landing Page tagging and tracking. His campaigns were always clean and always reported flawlessly. He did this for two reasons: without clean data - keen insight is impossible and because he focused his reporting budget to extrapolating/understanding performance factors rather than accounting impressions, clicks, CTR or keyword position. The bottom line is when it came to analytics his keywords always followed best Query String Tagging Parameters for Google Analytics & HBX regardless if the paid search came from AdWords, Yahoo! Search Marketing or AdCenter. I wholeheartedly endorse Jon as great colleague, easy to work with Team Player, and very knowledgeable Paid Search Analyst."

— **Mihai Anghel**, *Web Analyst, Interactivate, Inc.*, managed Search Marketing indirectly at inter@ctivate, inc.

"Jon is one of the most analytical people I've worked with. He is also very detailed oriented and works very hard to be the best in his industry."

— **Nicole Biesecker**, *Events & Trade Show Director, HydroWorx*, worked directly with Search Marketing at HydroWorx

"Jon is my secret weapon for SEO keyword/backlink knowledge and Pay Per Click optimization. With minimal interaction together we get maximum results. He coaches me on how to do some right the first time (or the third) and rolls up his sleeves. He's a real pleasure to work with and I consider him part of my extended team."

— **Nate Gilmore**, was Search Marketing's client

"Great guy, terrific insight. Jon's creative, a pleasure to work with, a voracious learner and already very accomplished. The best I've had in 15 years in the business and someone I'd bring back in half a heartbeat. I hate to celebrate departures of good people, but I couldn't resist sharing in Jon's happiness in joining the "big guys" at msft. He's a can't miss hire and a guy who will kick butt on his own one of these days. I loved to tell him I was nice to him only because the day will come when I grab onto his tail and hang on for the ride! With Jon's permission I'm happy to speak personally to anyone who wants more detail about this man."

— **jack abbott**, was Search Marketing's client

"Jon Clark is a true search marketing rock star. He has an expert knowledge of PPC and picked up organic optimization very quickly. He is intelligent, outgoing and highly professional. Jon has the rare mix of client facing charisma, as well as down and dirty search tactics. I highly recommend Jon to any hiring company."

— **Ryan Adami**, *Director of Search Marketing, Interactivate Inc.*, managed Search Marketing at Interactivate

"Jon Clark is certainly one of the most enjoyable Search Engine Marketing professionals I have worked with. Jon is an expert in his field, has a great attitude and is always very focused on the project at hand. Moreover, Jon is able to provide sound strategic advice to clients as well as deliver campaign results in a way that is meaningful."

— **Angelina Downing**, *Strategic Marketing Specialist, Interactivate, Inc*, worked with Search Marketing at inter@ctivate, inc.

"Jon is a pleasure to work with. He has always been prompt & detailed when asked to get work to me. With extended knowledge of his field and a positive attitude, he's a great source of info & fun."

— **Gwen Jacob**, *Accounts Receivable Specialist & Facilities Coordinator, Interactivate*, worked with Search Marketing at inter@ctivate, inc.

"Jon Clark is one of the best Search Engine Marketing professionals I have met in my career. He has demonstrated over and over his vast knowledge of the space which applied to the success of the many campaigns he ran for our clients. He has always demonstrated charisma and a high level of skills compared to others in this industry. Jon is an invaluable asset for any company looking to maximize ROI and advocate complex online programs to its clients base."

— **Internet Marketing Professional Stephan Brisard**, *Marcom and Pricing Director, Interactivate*, managed Search Marketing indirectly at inter@ctivate, inc.

"Jon has an extensive knowledge of online search marketing and is capable of translating this into a results oriented strategy for his clients. He is strategic in his thinking while meeting his deliverables on time and on budget. Additionally, he is a team player who can translate his strategies into material that is easy for clients to understand."

— **Jennifer Manriquez**, *Senior Account Executive, Interactivate, Inc.*, worked with Search Marketing at inter@ctivate, inc.

"Jon's work ethic and professionalism is transparent from the quality of work he has provided me. I could always count on him for high end strategy and insight that would get the most out of my marketing dollars. He has led many successful search campaigns in which new opportunities have arose because of it."

— **Mark Pepping**, *Senior Account Executive, Interactivate*, worked with Search Marketing at inter@ctivate, inc.

"Jon is a very innovative colleague and it has been a pleasure to work alongside him! It will be a great loss to our department when he moves east, but a huge gain for Microsoft."

— **Laura Parkinson**, *Media Director, Inter@ctivate, Inc.*, worked with Search Marketing at inter@ctivate, inc.

"Jon Clark is a top-notch SEM Manager. In my tenure at Interactivate, Jon lead the SEM team and was instrumental in building a solid team and achieving great results. Jon has a great personality and gets along well with everyone. Jon constantly broke new ground and was always looking at new and better ways to be efficient at Interactivate. Jon Clark is someone I would always want on my team. He's an "A" team player."

— **Thomas Sessions**, *Vice President & Creative Director, Inter@ctivate*, managed Search Marketing indirectly at inter@ctivate, inc.

"Jon is considered the "rock star" at the ad agency where we worked and his professionalism and abilities to manage client deliverables were unmatched in his department. I'd recommend him to handle the strategy and implementation of a client's SEO/SEM/PPC needs. If you need to contact me regarding his work, please feel free to do so."

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

"Jon's attentiveness to detail is seen every step of the SEO and PPC process. His prolific understanding of the Search Marketing industry has delivered successful campaigns on numerous occasions for my firm. I would recommend using his services for any of my future campaigns."

— **Andru Miller**, *Owner, The Andrus Group, Inc.*, was with another company when working with Search Marketing at PPC For Hire - Pay Per Click Advertising | SEO Services | Affiliate Marketing | E-mail 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."

— **Peter Nesbitt**, *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 - Internet Marketing Consultant**, *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."

— **Internet Marketing Professional 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.

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