

# Search Marketing Specialist Jon Clark

Director of Audience Development at NBCUniversal, Inc.

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## Summary

A versatile Digital Marketer with 11+ years experience working in various roles including client-side (NBCUniversal), agency-side (Razorfish), publisher-side (Microsoft) and startup space (Hyrdoworx). These roles have included a wide variety of verticals including travel, finance, automotive, e-commerce and even agriculture. This experience has resulted in a unique view and skill set focused on engaging, retaining and acquiring customers through ROI-focused integration strategies.

Over the course of my career, I've worked with teams across Digitas, AKQA, Reprise, 360i and TBWA while producing results for the likes of Mercedes-Benz, Victoria's Secret, Home Depot, Coke-Cola, Delta, Citi and T. Rowe Price to name a few.

Specialties: SEM, social marketing, content marketing, digital marketing, acquisition marketing, direct response, CRM, campaign optimization, client relationship management, programmatic display and video, audience buying, SEO, analytics and data, strategy and tactics, reporting and analysis, business development, revenue management, mentoring, personnel management, leadership.

In-depth search engine marketing experience includes:

- Providing long-term strategy for Enterprise SEO engagements through prioritization of recommendations based on ease, benefit and readiness
- Creation of client framework for SEO and Agile development integration
- Management of Google Adwords, Bing Ads and others
- In depth keyword research and traffic estimation for both Pay Per Click (PPC) advertising and search engine optimization (SEO) through the use of ROI models and scorecard analysis
- 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

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## Experience

**Director of Audience Development, TV Everywhere at NBCUniversal, Inc.**

February 2015 - Present (2 years)

Lead the TV Everywhere consumer marketing initiatives for growth and retention across the suite of NBC brands. Responsible for agency oversight and management in establishing and implementing integrated digital

media plans that showcase network availability and content while meeting conversion and engagement goals for target customer segments.

Work with connected device partners Roku, Apple TV, Amazon and Samsung to devise on-device marketing strategies to acquire, retain and engage the NBC brand's users. This is accomplished through contractual, barter and paid promotional marketing strategies.

**Founder and PPC | SEO Consultant at PPC For Hire - Pay Per Click Advertising | SEO Services**  
September 2007 - Present (9 years 5 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.

**Director, SEO at Razorfish**

February 2013 - February 2015 (2 years 1 month)

Responsible for overall account health and growth across the National Organic Search Practice and integrating Organic Search into the core Razorfish services. Collaborates across other discipline team leads to establish best practices, processes, and a solid go-to-market strategy in order to grow existing business and win new business.

Job Specific Responsibilities

- Responsible for driving all Organic Search engagement strategies for clients, including strategy development, tactical expertise and execution, and measurement of programs.
- Identify and define Organic Search opportunities for all clients as they align with their digital marketing goals and strategies. Understand how Organic Search fits into holistic marketing plans and goals and build sound business strategies for clients.
- Accountable for the quality of all Organic Search plans/strategies/services delivered to clients as well as client satisfaction.
- Contribute to the Organic Search practice by driving revenue, client renewal, margin growth and business development.
- Determine the right solutions for technology, measurement, etc. including evaluation of current Razorfish resources as well as Organic Search vendors and develop partnerships with those vendors.
- Build relationships with senior executives within key client accounts.
- Increase visibility of the agency's credentials on Organic Search both internally and externally. Acts as a spokesperson at industry events and/or with the press.
- Work with our national Media Practice leads other Organic Search stakeholders to develop, document, and share Organic Search strategies and successes.

- Determine the correct roles, responsibilities, and expertise needed to scale and grow Organic Search practice.
- Manage the recruitment, retention, and professional development of the Organic Search team.
- Demonstrated budget management, resource planning, project management and performance management skills.

### **Associate Search Director, SEO at Razorfish**

September 2011 - February 2013 (1 year 6 months)

- Responsible for delivering on-going timely thought-capital and POVs in collaboration with National SEO Director, Search Director and VP Social Media
- Serves as the local internal consultant to East Regional President, New York Managing Director and Discipline Leads by advising on areas of opportunity and risk within the SEO landscape
- Leads SEO departmental meetings, policies and practices and collaborates with National SEO Director for national practice level workshare, toolset integration, operational coordination and growth opportunities
- Partners with National SEO Director as a spokesperson for Razorfish at industry events and/or with the press
- Act as Editor of Search Shots - an internal blog providing SEO and SEM thought leadership externally
- Own client relationships at the highest level and provide strategic oversight on all clients including strategic planning, developing campaign roadmap, assisting with business development, presenting clients with new opportunities, advancements in search, etc
- Consult with Client Engagement/Customer Insights/Media leads on holistic media planning and measurement
- Supports Client Engagement/Search Director in managing the financial performance (profit and loss) of the New York office

#### Staffing and Talent Development:

- Manages New York based SEO team
- Partners with Search Director to manage staffing: team utilization, rotation opportunities, promotions and retention
- Act as key hiring decision maker for SEO personnel
- Facilitates internal training programs on search/social landscape and best practices within cross-functional teams

#### Business Development

- Acts as point of contact and strategic lead for BD SEO consulting. Partners with National SEO Director for support and scoping.
- Work with management and National SEO Director to determine the pricing and scope of services for SEO opportunities
- Act as the point of contact for existing client account growth opportunities

## **Senior Search Manager - SEO at Razorfish**

July 2010 - September 2011 (1 year 3 months)

- Responsible for driving integrated paid search and SEO strategy to increase client's share of voice online while focusing on ROI results.
- Develop, recommend, and execute proposal, account, & campaign strategy including pre-sales engagement and proposal development leveraging cross-team collaboration where possible.
- Successfully pitched and won 3 new accounts in first year resulting in \$690,000 increase in agency billings.

## **Search Account Manager at Microsoft**

December 2008 - July 2010 (1 year 8 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

## **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.

- Responsible for managing a 3 person SEO & PPC team maximizing billable hours, completing projects on time and within budget allowances.
- Work directly with Account Services and development teams to strategize, budget, present and upsell strategic online marketing campaigns to diverse existing and new client portfolio.
- Project manager in organizing a team tasked with developing proprietary paid search bidding tools and PPC products to increase profitability and company growth.
- Served as the information expert, offering regular training, education and consultation services on a variety of specialties including SEO, PPC, Blogging, link building, etc.

### **Lead PPC Specialist at Interactivate**

April 2007 - May 2008 (1 year 2 months)

- Manage 30 + Pay Per Click (PPC) campaigns with an approximate yearly 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.
- 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.

### **Online Marketing Manager at HydroWorx**

August 2005 - April 2007 (1 year 9 months)

- In 12 months, achieved a 54% growth in PPC lead generation contributing to an overall company growth of 40%.

- 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.
- 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.

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## Skills & Expertise

**Link Building**

**Web Analytics**

**SEO**

**PPC**

**Keyword Research**

**SEM**

**MSN AdCenter**

**Google Adwords**

**Organic Search**

**Landing Page Optimization**

**Google Analytics**

**Search Advertising**

**Online Advertising**

**Mobile Marketing**

**Digital Marketing**

**Conversion Optimization**

**Online Marketing**

**Search**

**Social Media Marketing**

**Analytics**

**Interactive Marketing**

**SMO**

**Facebook**

**Blogging**

**Digital Media**

**Optimization**

**Social Networking**

**Marketing Strategy**

**Online Reputation Management**

**Email Marketing**

**Local Search**

**Omniture**

**WebTrends**

**Social Media**

**Mobile Search**

**Advertising**

**Integrated Marketing**

**Web Marketing**  
**Communications Audits**  
**Strategy**  
**Media Planning**  
**E-commerce**  
**Affiliate Marketing**  
**Online Lead Generation**  
**Search Analysis**  
**Yahoo Search Marketing**  
**Copywriting**  
**CRM**  
**Competitive Analysis**  
**Digital Strategy**

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## Publications

### **POV: Google Penguin 3.0 Impact on SEO Strategies**

Razorfish October 20, 2014

Authors: Search Marketing Specialist Jon Clark, Sean Stahlman

In Google's ongoing quest to provide searchers with a great user experience and high quality sites that fulfill their information needs, they introduced the Penguin algorithm update on April 24, 2012 targeted at "webspam". The Penguin algorithm has had five updates with the 3.0 refresh being the latest that started rolling out on October 17, 2014. The timeframe for the complete rollout is expected to take a few weeks.

### **Social Media + SEO: Keyword Research and Content Creation Strategy**

Razorfish November 25, 2013

Authors: Search Marketing Specialist Jon Clark

Whether you use the term integration or convergence, combination or synthesis, the holy grail of SEO 2.0 (and marketing in general) is being able to leverage data across all channels – information technology, marketing and design – in order to drive consistent improvement on performance across all media. Social media is an exciting space that is rapidly forcing us to change how we think about SEO ... for the better.

### **Google Instant - Impact on Paid and Organic Search**

Razorfish December 1, 2010

Authors: Search Marketing Specialist Jon Clark

Google Instant launched on September 8, 2010. It is designed to save searchers time. Razorfish conducted a study across seven advertisers in the pharmaceutical, retail and finance verticals to analyze the impact of Google Instant on paid and organic search.

Our data suggests the following trends:

- \* Increase in impressions and clicks, especially on exact-match terms
- \* Decline in click-through rates, due to the large

increase in impression volume

\* Initial decline in average cost-per-click; expected to return to pre-Instant levels as advertisers adjust bids and budgets to align with performance change

### **Razorfish POV: Google SSL Search Analysis**

Razorfish POV January 6, 2012

Authors: Search Marketing Specialist Jon Clark

Google recently announced the use of SSL Search for those users signed into their Google accounts. This means that Google has stopped passing the organic keywords that referred traffic to websites whenever users are logged into their Google accounts and conducting searches on Google.com.

Despite an early prediction from Google of single-digit percentages of impacted traffic, based on Razorfish's analysis, this change is currently impacting an average of 12% of the organic referrals originating from Google.com.

### **Link Building Reporting – Measuring KPIs, ROI and Success**

August 20, 2013

Authors: Search Marketing Specialist Jon Clark

It's the age-old question - how do I measure link building? By following these three steps you'll set yourself up for success and achieve your link building goals. [Read more!](#)

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## Education

### **Messiah College**

BS, Marketing, 1997 - 2002

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## 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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## 43 people have recommended Search Marketing

"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

"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**, was with another company when working with Search Marketing at PPC For Hire - Pay Per Click Advertising | SEO Services

"I had the pleasure of working with Jon on many projects over the years. Whether we were pitching for new business, working with clients or just internal projects, his contribution was always impressive. His ability to deliver under pressure is second to none. In addition to his strong leadership skills, his deep understanding of search and social marketing will make him a valued member of any team. I would be happy to speak further on Jon's behalf upon request. "

— **Joe DeVita**, *Associate Search Director, Razorfish*, worked with Search Marketing at Razorfish

"Jon's SEM and SEO industry experience was thoroughly respected amongst the Account Services Group at Microsoft. His deep expertise in both areas, and reputation as an amiable team player will mean that great career opportunities will never be in short supply."

— **Michael Elmgren**, worked directly with Search Marketing at Microsoft

"I had the pleasure of working with Jon at Microsoft from 2008-2010. Jon is one of the most knowledgeable people I have ever met when it comes to SEM, SEO, building a web presence, social media, and general forms of online advertising. Jon's passion for online advertising, building brands, and everything internet

shines through when speaking to him. Apart from his wealth of knowledge, he is a great person to work with. I'd jump at any opportunity to work with Jon again in the future."

— **Noah Singer**, worked directly with Search Marketing at Microsoft

"Jon was a direct report of mine as a Search Media Analyst & then as a Search Account Manager. Jon is a passionate, knowledgeable, and driven marketer who delivers results for his clients. He worked diligently on accounts like Simplicity, Walt Disney, Home Depot, Coca-Cola, & many others to deliver strategic insights, optimizations, and grow customer relationships. Jon is particularly strong with analytics and delivered some of the most strategic insights to optimize his accounts that I had seen from my team. Jon's ability to synthesize data and develop solid recommendations is phenomenal. Jon has tremendous potential, and I would recommend him for anything he pursues."

— **Louis Cohen**, managed Search Marketing at Microsoft

"I've had the pleasure to work with Jon for almost 2 years now. Jon did a presentation for us his second month at Microsoft and immediately I was impressed with his knowledge, thought process, and how he was clearly & concisely able to articulate his story. He is known as the go-to guy for all things digital marketing related because he understands how the ecosystem works, and is always on top of his game. He's had ton of client successes, and I know Jon is going to do big things for this industry. Highly recommended."

— **Kunal Das**, worked directly with Search Marketing at Microsoft

"Jon Clark is an extremely knowledgeable, well-rounded search expert, with incredible ability to work with his clients. I have seen Jon jump onto new projects and turn around tough situations with ease. He is a pleasure to work with and be around, and he is very dedicated with respect to his work. Everyone should have a Jon to work with!"

— **Amy Peloquin**, worked with Search Marketing at Microsoft

"I've worked with Jon Clark for the past couple years at Microsoft. His in-depth knowledge of social media and search marketing (both PPC and SEO) is what sets him apart. He truly has his finger on the pulse of all things digital! He is a strategic thinker who sees the big picture very clearly, but also capable of handling the tactical day-to-day implementation that search campaigns require. His communication skills are strong – he organizes his thoughts and presents next steps in a clear and concise manner. I've partnered with him on a few client specific projects, and have seen not only how well he works in a group setting, but also how easily he can independently take the lead. I also saw first-hand how deeply his clients' value his opinion and trust his recommendations. Lastly, not only is Jon a great colleague, but also has become a very good friend."

— **Lauren Hufnal**, worked directly with Search Marketing at Microsoft

"Jon Clark is Search Engine Marketing and Search Engine Marketing is Jon Clark. I have worked with Jon over the last few years and can say with full confidence that he is an absolute expert in the SEM/SEO space. Our clients trusted every optimization recommendation because they knew it would increase performance and overall return on investment. Jon went above and beyond his job role each and every day and I am truly lucky to have worked with him. Jon managed multi multi million dollar ad/search campaigns and advertisers continued year over year growth spend because of the great work Jon did inside their campaigns. With all that said, Jon is just a great guy. He has always been honest and true to me and I consider him a friend. As I like to say it "Jon Clark is just a good dude""

— **Scott Beyer**, worked with Search Marketing at Microsoft

"Jon Clark and I started together at Microsoft. From the beginning, it was clear that Jon had a deep understanding of online marketing and used his experience to hit the ground running. Throughout his time with the company, he has shown thought leadership and excellent client service skills. His clients love working with him and he is always a top performer at the company."

— **Dylan McBride**, worked directly with Search Marketing at Microsoft

"I had the pleasure of working alongside Jon at Microsoft (MSN/Bing) for several months and can say that he was one of the sharpest, most dialed in, marketing minded search manager's at Bing. Besides being extremely knowledgeable in the digital marketing space, Jon is a consummate professional and it was easy to see that Jon's work priority was his client's advertising success. I highly recommend Jon for a Senior, Lead (or above) level position in the Online Ad industry."

— **Matt Olivar**, worked directly with Search Marketing at Microsoft

"Jon has been our agency rep for about 2 years now and I can honestly say that in those 2 years never once have I doubted his ability to provide us with outstanding service. He is timely with all deliverables. He is fully committed and dedicated to solving issues as they arise. He is proactive in his suggestions of what we can do to make ourselves better users of the Microsoft product and as a result provide our clients with ever-improving results. It is both a pleasure and a relief to have someone of his caliber on our side."

— **Rob Mulcahy**, was Search Marketing's client

"Not only does Jon Clark have passion for the nitty gritty complex world of search marketing, he is a team leader. I have also learned about other areas of digital marketing in general from Jon. Jon is always willing to share news, ideas and thoughts. I've worked with Jon on many projects and he is honest, straightforward, a pleasure to work with and an important contributor. I hope to have the opportunity to work alongside Jon for many more years to come."

— **Sam Chiu**, worked directly with Search Marketing at Microsoft

"Jon was a pleasure to work with as our account manager at Microsoft. He is truly an expert in the Search Engine Marketing field. I highly recommend him, whether you work with him at Microsoft or on other ventures."

— **Andrew Kachel**, was Search Marketing's client

"Jon Clark is a great guy to work with. His expertise has been a huge help to our efforts on Bing. He is particularly good at finding new opportunities to grow our account profitably. I see him as an extension of our team."

— **Andrew Rios**, was with another company when working with Search Marketing at Microsoft

"Jon is one of our best Search Account Managers. He has a great track record of agency experience and managing Search accounts across Google, Yahoo and Bing. Jon is not only an advanced SEM professional, he is also super passionate about social media. I was Jon's mentor since his first day at Microsoft and have seen him excel and become a leader in our team in a very short period of time. His character, drive, innate leadership skills, maturity and work ethic are world-class."

— **Jose Ramirez**, managed Search Marketing indirectly at Microsoft

"Jon is one of the smartest SEM professionals that I know! Jon and I partnered on our entire book of clients when we first started at Microsoft. He is a true team player and a very hard worker with strong client focus and industry know-how. Jon's analytical skills wow advertisers and he is always able to dig into the accounts to assess and capture opportunity for growth to maximize ROI for his clients. Jon is a master marketer and truly a wonderful guy!"

— **Reisha Goldman**, worked directly with Search Marketing at Microsoft

"Jon was one of the most pleasant individuals I have ever worked with. He has a great attitude and is a really sharp, motivated individual. He was a great asset to our Search Marketing and analytics team, and would be a great person to have on any team. I would highly recommend Jon, and look forward to the time when we can work together again."

— **Aaron Singmaster-Judd**, worked with Search Marketing at inter@ctivate, inc.

"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 Eshel**, 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**, 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**, managed Search Marketing indirectly at inter@ctivate, inc.

"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 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 McClellan**, 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**, 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."

— **Stephan Brisard**, 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 Graf**, 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**, 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**, 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**, managed Search Marketing indirectly at inter@ctivate, inc.

"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**, 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."

— **Lee Chacon**, worked directly with Search Marketing at inter@ctivate, inc.

"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**, worked directly with Search Marketing at inter@ctivate, inc.

"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**, managed Search Marketing at Interactivate

"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**, managed Search Marketing indirectly at Interactivate

"Jonathan is very knowledgable, 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**, 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**, worked directly with Search Marketing at Interactivate

"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**, worked with 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**, 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**, worked with Search Marketing at Interactivate

"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**, worked directly with Search Marketing at HydroWorx

"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**, worked with Search Marketing at HydroWorx

"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**, was a consultant or contractor to Search Marketing at HydroWorx

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