

Chris M. Rothwell

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Professional Profile

An Online marketing professional with over 8 years of experience in the search engine marketing field; focusing on SEM, PPC, SEO, social media, local search, web analytics and more. Early career started as a graphic and web designer, which transitioned to the marketing side of e-commerce. Have managed roughly \$100 million in advertising spend on award winning campaigns and accounts, both internally and for outward facing clients. International work experience, managing clients in Europe, North America, Asian-Pacific and South America while working out of the UK and America.

Areas of expertise summary

- Search Engine Marketing
 - Pay-Per-Click (PPC)
 - Search Engine Optimisation (SEO)
 - Social Media
- Project tracking and reporting
 - Omniture SearchCenter & Site Catalyst
 - Google Analytics
 - WebTrends
- Google, Yahoo, Bing, Baidu and other search platforms
- Professional Proficiency using MS Office products (including Excel, PowerPoint, Word)
- Graphic Design
- E-mail Marketing
- Local Search Optimisation
- Web Design & Usability
- Best Practices
- Internal and external client support
- Delivery management
- Project Management
- Budget Management
- Client Management

Professional Experience

July 2008 – October 2010 Covario, Inc. Search Marketing Manager

Covario is an award-winning, full-service search marketing firm that provides Fortune 500 companies with software and agency service solutions for paid search advertising (PPC), organic search engine optimization (SEO), display advertising and social media programs.

(<http://www.covario.com>).

- Managed multi-million dollar, award winning paid search (PPC) campaigns.
- Implemented Pay-per-Click (PPC) strategies and best practices in order to optimize Return on Investment (ROI).
- Executed search marketing tactics including: keyword research, ad copy creation, campaign performance tracking & reporting, A/B and multivariate testing, analysis & segmentation of website user data and complex ROI modelling.
- Served as primary point of contact for clients, conducting meetings, managing expectations and delivering reports & strategy.
- Manage campaigns to effectively reach client KPIs.
- Oversee accounts with multiple search engine vendors both domestic and international (Google, Yahoo!, Bing, Baidu, etc.)
- Monitor competitive landscape and industry trends while constantly reviewing the marketplace for new online opportunities.

Highlighted Achievements

- 2009 Gartner & 1to1 Media Customer Award – Marketing Optimization – Gold Medal – Research in Motion with Covario.
- 2010 OMMA Search Marketing: SEM Campaign - Gold Medal - Adobe CS5 Global Launch.
- 2010 IAB MIXX Award: Search Marketing Campaign - Gold Medal - Adobe Connect.
- Generated over 2.8 million leads for Research in Motion in the EMEA market.
- Surpassed highest historical ROI and Revenue numbers for Adobe Acrobat & Connect Business Units.
- Expanded campaigns across multiple vendors and regions, over 30 countries.
- Developed and implemented best-in-class search engine marketing campaigns.
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July 2006 – September 2008 Newland Communities Online Marketing Manager

Newland Communities is a national real estate developer that creates residential and urban mixed-use communities across over 50 communities in the United States. (<http://www.newlandcommunities.com>).

- Selected to spearhead all online marketing efforts in order to increase visibility on search engines and increase community web site traffic.
- Implemented SEO and PPC best practices.
- Managed and implemented Omniture web analytics.
- Collaborated with all internal stakeholders at over 50 communities.
- Oversaw development and implementation of new community and corporate websites.
- Coached the internal marketing teams on search engine and online marketing best practices and procedures.
- Handled relationship and management of outside vendors.
- Responsible for all documentation and progress reports.
- Maintained upkeep of graphic and design elements for all community websites.
- Created and executed e-mail marketing campaigns across multiple internal clients.

- Increased online traffic by 40% in first six months for corporate website.
- Implemented new traffic driving sources through expanded SEO and PPC activities.
- Launched over 25 new community websites with fully implemented SEO best practices and supporting PPC campaigns.
- Averaged a 27% increase in site traffic to all individual community websites, which resulted in an 11% average lift of visitor foot traffic to community developments.
- Created and delivered online marketing standards and best practices for continuous implementation on all new websites.

September 2005 – July 2006 Aviatech

Search Marketing Specialist

Aviatech is an agency that services clients with online and traditional media, cutting-edge technology and video production, lead-generation campaigns, and results driven online marketing. (<http://www.aviatech.com>).

- Managed multiple Pay-per-Click (PPC) campaigns for roughly 5 – 10 clients.
- Created reports and recommendations based on web analytics and KPIs.
- Assisted in development and delivery of SEO materials for clients.
- Managed client expectations and requests.
- Tracking project metrics and providing project highlight reports to senior management.
- Managed budgets and resources up to \$100,000
- Delivered and implemented search marketing strategy for franchise and franchisees.
- Utilized web analytics to increase traffic, leads and sales across all clients.
- Developed and launched local search marketing products.

Highlighted Achievements

- Developed cost-effective Pay-per-Click campaigns that generated leads and sales.
- Created Search Engine Optimization (SEO) programs to ensure relevant traffic and search results.
- Drove traffic increases across multiple clients using targeted and local search strategies.
- Implemented search engine marketing strategies across clients as well as internally.

June 2003 – August 2004 SportsGiant/HockeyGiant

Lead Graphic Designer/Online Marketing

SportsGiant owns and operates HockeyGiant.com along with other sports related e-commerce websites with several brick-and-mortar locations across the United States. HockeyGiant.com supplies customers with top of the line ice and roller hockey gear at affordable and competitive prices. (<http://www.hockeygiant.com>).

During my time with HockeyGiant, my initial role was to manage all graphic design for marketing materials across magazines, billboard, sponsorships, online campaigns and more. This role evolved into a mix of graphic design and online marketing, specializing in search engine marketing and e-mail marketing.

- Designed marketing materials for investor and vendor pitches.
- Created highly customized ads for magazines and other sponsorship materials.
- Implemented e-mail marketing strategies to further engage customers and drive additional sales.
- Initiated best practices for Search Engine Marketing on Overture (now Yahoo! Search Marketing).
- Oversaw and managed two interns.
- Developed new corporate website and marketing materials to coincide with new launch.
- Established site-wide web analytics to gauge effectiveness of online marketing programs.

Highlighted Achievements

- Lead online/e-commerce sales to a company all time high of \$20 million.
- Created highly visible ad campaigns in magazines with 100K person plus membership.
- Developed best practices and strategies for e-mail marketing and search engine marketing programs.
- Implemented a customized photo studio to improve quality of product photos that stood out against competitor sites.
- Managed multiple marketing campaigns across several different types of media in accord with new site and product launches.

1999 – Present

Contractor/Consultant

Online Marketing Strategies

I have worked as a contractor/consultant on a wide array of projects focusing on online marketing strategies and procedures. This has included graphic and web design, e-mail marketing, Search Engine Optimization, Pay-per-Click marketing, Social Media, local and international best practices and video production. Clients have included the range of small-to-medium business along with large corporations.

Education and Qualifications

Degree:
California Lutheran
University

BA Multimedia
Dean's List 2001 - 2003
AA Graphic Design

MSc (Begin studying in September 2011)

Hobbies and Interests

I enjoy a diverse array of hobbies, which includes ice hockey and golf (which I played both at the collegiate level), snowboarding, playing bass guitar, graphic design, attending concerts and travelling.