



Scott Edwards

LOCATED

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Profile

I am an online customer acquisition/marketing expert who knows where to find prospects, how to convert them into customers and how to optimize marketing channels to achieve the best possible return on spend. With five years experience I have used the latest tools and platforms to scale up marketing campaigns while improving ROI.

Experience

CONTRACT ONLINE MARKETING MANAGER, JETSETTER, GILT GROUPE 2010-CURRENT

Built and scaled customer acquisition practice for travel flash sale company to 50k new members per month, managed 200k monthly SEM spend, 1M+ keywords . Wrote and tested custom landing pages improving conversion 50%. Managed ad copy testing and developed bidding rules to meet multiple CPA targets. Optimized campaigns for lifetime customer value, monthly active users. Drove adoption of mobile apps through top mobile ad networks, spend greater than 100k. Setup, measured and trafficked display test between two vendors. Promoted growth of social properties with targeted Facebook ads. Vetted multiple 3rd party tools and recommended solutions to upper management. Managed dozens of registration and landing pages for relevant user experience throughout. Managed detailed dashboard to track marketing KPIs across channels.

PRINCIPAL, INFINITY CURVE 2009-2011

Private consultant to startups seeking new users. Startup clients in local cache management, HR performance review service, appointment setting service, group buying, entertainment, authors and others. Designed and built premium content club for critic Roger Ebert, processing thousands of members in 24 hours. Needed to understand unique need of each client, then deploy custom direct response solution. Increased lead volume 100% for SaaS client, designed customer purchase experience, landing pages for software client. Optimized PHP CMS site for server performance and SEO for professional blogger. Optimization lead to 100,000 unique visits per month and first page ranks for many competitive key terms. Also vetted, trained and hired technical positions to support clients with advanced development needs.

SENIOR SEARCH ANALYST, VANTAGE MEDIA, LOS ANGELES 2007-2009

Personally managed top client accounts including eHarmony, Netflix, Allied Van Lines, PODS, University of Phoenix and many others. Spend in excess of \$1 million per month. On major dating client, improved CTR 25%, dropped CPC 50%. Company managed campaigns on performance basis, so attention to ROI was vital for success. Trained search team to pass Google Agency certification test, documented and disseminated team best practices.

Education

George Washington University, Washington, DC - BA in International Relations. Concentrating in Conflict and Security and Global Development Studies. 2003-2007

Skills

Advertising platforms: Google Adwords, Google Contextual Network, Microsoft Advertising, Facebook, Twitter, YouTube. Mobile Ad networks including AdMob and Fiksu. Remarketing:Criteo. Analytics: Google, Omniture, Microstrategy. Learning Ruby on Rails, JavaScript, HTML, CSS. Licensed private pilot.