# Lindsey Walsh
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Portfolio: http://searchengineppc.com/SEM_Portfolio_LindseyWalsh.pdf

## OBJECTIVE

To manage and optimize B2B or lead generation pay-per-click (PPC) search engine marketing campaigns while providing guidance in a **consulting role**.

## QUALIFICATIONS

- Over 6 years of experience with Google AdWords, Yahoo Search Marketing, MSN adCenter, Business.com, IndustryBrains, Ask.com, and other specialized search engines.
- Specific expertise with B2B and online lead generation campaigns & techniques.
- Google AdWords Qualified: Passed the Google Advertising Professional Exam on AdWords expertise
- Knowledge of Google Analytics, Salesforce.com, Eloqua and other tracking systems.

## CONSULTING HISTORY

Dell KACE – July 2009 - Present
 Full integration of search marketing and sales CRM metrics to deliver on ROI and lead quality.

ShoreTel – Jul. 2005 - Present
 Optimized an established campaign both for quantity and quality of leads. Landing page tests were used to increase conversion rates by over 50%. The cost per lead was also reduced by 49% in three months.

Savvion Inc. – Mar. 2004 – May 2006, June 2008 – March 2010
 Regulated campaign spending, clicks, and conversions in order to maximize traffic and cut costs. Increased effectiveness of established campaign while decreasing costs over $20,000 in less than 3 months.

Other Roles:
Informatica Cloud – November 2010 - Present
Sauce Labs – June 2010 – Present
Reed Construction Data – May 2010 – Nov. 2010
SafeSoft – June 2009 – Sept. 2009
FaceTime – June 2009 – Sept. 2009
Informatica On-Demand – Sept. 2008
Certain Software – Mar. 2007 – Feb. 2008
Voxify - Oct. 2005 – Mar. 2007
10th Degree – Oct. 2006 – February 2007
Inheritance Funding Company – Mar. 2005 – Feb. 2009
America's Cars for Kids - Aug. 2005 – Jul. 2006, Oct. 2007 – Feb. 2008, June 2008 – April 2009

## RELEVANT EMPLOYMENT HISTORY

Challenger One LLC – Apr. 2003 – Mar. 2004
Search Engine Marketing Manager
 Managed complex and overlapping campaigns for 7 inter-related direct marketing web sites. Expanded traffic by 450% and tripled revenue while reducing marketing costs in half over a 6 month period.

## CONSULTING MANAGEMENT APPROACH

The best campaigns start with analysis before taking the first step.  After that point, a series of improvements can be made using the following techniques:

- **Keyword Development and Expansion:** Through a rigorous research process I develop thousands of relevant keywords to lower costs and increases conversion rates. Choosing negative keywords is another important aspect of keyword development that can also lower costs and improve click-through rates.
- **Analytics and Conversion Tracking:** Using an in-house or third-party system, conversion tracking is an important part of an effective search engine campaign.
- **Ad Copy Analysis and Improvement:** Adjusting ad copy can increase click-through rates, an effective way to improve a current campaign or start a new campaign off.
- **Landing Page Analysis:** Recommend improvements and testing areas based on proven best practices, past experience with other clients, and data from your campaign.

## PAST RESULTS

### A Publicy Traded Telecom Company

- ♦ Lowered cost per lead (CPL) by 57%, including 26% in the first month
- ♦ Increased leads generated by 1,632% per month
- ♦ Used landing page testing to improve conversion rates by 50%, providing more leads at no additional cost

### An Enterprise Software Company

- ♦ Decreased costs by 28%, saving over $20,000, in first 3 months
- ♦ Increased conversion rates by 182%
- ♦ Lowered cost per lead by 85%

### A Professional Services Company

- ♦ Lowered cost per lead (CPL) by 49%
- ♦ Increased conversion rate by 84%
- ♦ Tripled leads generated in less than 2 months

## PROFESSIONAL PRESENCE

Information about my business can be found on a variety of sites, including:

- • SearchEnginePPC Website: http://searchengineppc.com
- • Pay-Per-Click Portfolio: http://searchengineppc.com/resume_portfolio.html
- • LinkedIn Profile: http://www.linkedin.com/in/lindseywalsh