

Profile – A Senior Marketer and Business Operations leader for growth-stage companies with a track record delivering positive returns over a 20 year career in both B2B and B2C.

Key Strengths

Lead Generation and CRM Optimization
Cross-Functional Team Building and Leadership
Highly Analytical in Planning and Execution

Sales Enablement and Marketing Automation
SaaS, Enterprise Software, B2B, Consumer
Expertise in Digital Marketing, Social Media

Experience

HookLogic September 2013 – March 2015 (Ad tech, SaaS, ecommerce, B2B)

VP, Demand Generation

HookLogic provides ecommerce marketing solutions for brands, retailers, hoteliers and auto groups.

- Generated 120% of forecasted qualified lead volume across three distinct business units with a favorable win conversion rate
- Created a lead management infrastructure, significantly optimized CRM operations, initiated and managed lead acquisition campaigns through various digital channels
- Significantly reduced COA by creating a content marketing operation while directly managing all other acquisition channels, marketing automation and performance analytics
- Analyzed and reported marketing / demand generation performance analytics in both CRM dashboards and detailed monthly analysis

The Receivables Exchange July 2011 – April 2013 (SaaS, Financial Services, B2B)

Vice President, Online Marketing

The Receivables Exchange is an online exchange for the sale and purchase of accounts receivable.

- Challenges: (1) Rapidly improve lead generation and digital marketing programs (2) Drive strategic creative direction for all online properties (3) Identify market opportunity gaps and produce messaging, creative and a conversion funnel to acquire qualified sales opportunities.
- Reduced overall online cost of acquisition by 80%+, consistently exceeded forecasts
- Exposed our market opportunity, produced creative, messaging and style to target that market which was used across all medium online and offline
- Developed closed loop analytics for all online channels by better integrating our digital assets, marketing automation and CRM: achieved 95% system-driven attribution
- Established and lead a formidable marketing team of 7, each contributed to the sales funnel
- Launched a multi-channel social media acquisition strategy: content partnerships, content direction, social distribution and demand-driven messaging
- Exceeded full year 2012 online channel sales forecasts within 7 months
- Lead the development of a web-based and mobilized prototype of the trading platform & redesigned the online application process for an improved user experience

Kevin Shea Consulting (January 2010 – Present)

Marketing Consultant – Various Clients:

Demand Worldwide March 2015 – Present

- Responsible for leading the company's lead generation, marketing automation, reporting, CRM and digital marketing operations across various clients

Stylessight (B2B, fashion, apparel, SaaS)

- Improved inbound qualified lead flow by optimizing digital acquisition channels and introducing new social opportunities

Social Reality, Inc. (SaaS, Ad tech, loyalty, ecommerce, B2B)

- Planned a multi-channel acquisition strategy for a SaaS - based social loyalty platform
- Developing messaging, channel mix, acquisition model and creative framework

Sparta Systems, Inc. (B2B, Pharma, Bio, Enterprise Software, B2B)

- Analysis and reporting of digital marketing effectiveness and competitive analysis
- Developed closed-loop reporting for all inbound online sources by integrating website, analytics, marketing automation and a custom CRM

- Managed the company's external digital agencies and online operations, including: talent acquisition; social strategy; created CPA forecasting models and budget

Other Clients:

- Zingby.com: Developed a go-to-market strategy and business plan for a pre-launch social networking startup targeting multinational business professionals (Consumer, Social, China)
- Working with a digital agency to optimize their clients' analytics and behavioral insights for social media, search and other sources (Analytics, Behavioral Analysis)

IntraLinks December 2008 – January 2010 (SaaS, B2B, document management)

Director of Online Marketing

IntraLinks: SaaS secure document management and virtual data rooms

- Results: Increased inbound organic traffic and lead acquisition by more than 100%; Rebranded our digital presence and web UX; End-to-end closed loop analytics, Significantly reduced COA for qualified leads
- Managed online marketing operations and qualified lead acquisitions by more than 100% from all sources by optimizing organic and paid search, web asset usability & social media
- Developed a highly effective social media operation which resulted in improved public relations, diversified messaging channels and increased qualified leads
- Proposed, planned and launched the company's highly effective social content platform
- Developed and managed online analytics providing visibility into performance
- Managed internal team of 3 plus external creative, technology and media agencies

Accoona Inc. November 2004 – December 2008

GM – Twing.com (Nov 2006 – Dec 2008) (Search, Social, International, B2C, B2B)

Developed Twing: a social search engine by defining a market in social search, creating a product to deliver value to that market and executing a go-to-market strategy that acquired users

- Developed original business case, operating plan, market analysis and financial projections
- Led a team of 35 through planning, creative, product development, launch and growth
- Directly managed a significant marketing effort, primarily using digital channels
- Responsible for P&L management, financial forecasts and reporting analytics
- Played a key decision-making role in every aspect of the business, including strategy, design, UX, resource allocation, partnerships, marketing and funding
- Reported directly to the CEO, regularly presenting my business unit to the Board of Directors
- Within 10 months of launch, Twing acquired an impressive user-base and became an authoritative social search engine and discovery portal

Director, Marketing & Analytics – Accoona Search (Nov 2004 – Nov 2008) (Search, China)

- Managed a team of analysts, created a reporting system for web properties in 7 languages
- As Acting Lead Product Manager (2006), lead the development and delivery of a new multi-billion document search index and a significantly improved UX for the consumer and B2B search engines. In 2006, Accoona Search was named one of Time's "50 Best Websites".
- Played an active role in analyzing the products' viability and provided key recommendations and actionable analysis to the Board of Directors, product and marketing teams
- GM, VP of Business Development for Accoona China from July 2007 – November 2008
- Accoona's U.S. and China brands and search assets were acquired in November 2008

Consultant - Business Strategies July 2001 - November 2004 (Consumer, Advertising)

- Various consulting engagements focused on vendor management, online marketing, media buying, software bundling and distribution
- Started and operated several small businesses in food, recreation and entertainment

Afternic.com June 1999 - April 2001

Director of Operations (B2C2B, e-commerce, platform)

- Early-stage, leadership role in developing a secondary market for domain names
- Responsible for managing digital marketing, operations and partnerships

- Developed strategic partnership programs including content distribution which significantly increased reach, user acquisition, transactions, ecommerce and advertising revenue
- Operations Management: developed departmental requirements and goals in marketing, sales, customer service, business development and product development; hired and supervised managers in each department; managed day-to-day operations
- Afternic was acquired by Register.com in September 2000

Theglobe.com July 1998 - June 1999

Production Manager – (Social, Advertising, Community, B2C)

- Worked closely with marketing, sales and business development in the design and development of their revenue generating and user acquisition products
- Analyzed and reported user acquisition metrics
- Direct management of 5 creative and technical team members
- Theglobe.com executed a successful IPO in November, 1998

Planet Access Networks February 1997 - July 1998

Director of Web Development/Online Marketing (Consumer, UI/UX, Development, Marketing)

- Account management of web development/marketing: clients included ABN AMRO, Lockheed Martin, Novartis, Avis, NANPA, Neustar, Harry's Shoes, Solgar Vitamins, Crum & Forster
- Managed projects and a creative and digital development team of 7
- Advised clients on integrating internet marketing with traditional marketing strategies
- Planet Access was acquired by a publicly traded company in 1998

Bigfoot Partners – (Email) New York, NY September 1996 - February 1997

Marketing Manager - Reported to: VP Marketing (B2C, Email, Affiliate)

- Affiliate marketing & competitive intelligence

Telecom Research Svcs – (Consulting, Event Planning) Livingston, NJ Aug 1994 - Feb 1997

Principal Consultant

- Developed and promoted events related to telecommunications issues; created offline and online marketing materials; negotiated venue relationships; recruited executive level speakers; managed events from concept through completion
- Consulted with leading telecom companies on internet marketing & number portability

Herold and Haines, P.A. / U.S. Attorney's Office **Paralegal** February 1993 – July 1994

Technology Summary

Emphasis on marketing and analytics: Digital Analytics (various), Marketing Automation (Pardot, Marketo, Eloqua), Social Media Analysis, Salesforce, CRM

Educational Experience

- Thomas Edison State College, NJ - B.S. Business Administration (est Dec. 2015)
- Stockton State College, NJ - Marketing Program (1985 – 1989)
- National Academy for Paralegal Studies, NY - Paralegal Certification (1993)