

SUMMARY

- An energetic, innovative, cross-functional leader with a track record of planning and delivering exceptional digital products and positive returns
- Results-driven, analytical, online marketer with 10+ years developing, managing and measuring digital marketing programs using the full spectrum of online medium
- Hands-on and leadership roles in digital marketing and analytics, business strategy and web asset development for companies targeting both consumers and businesses

EXPERIENCE

Kevin Shea Consulting January 2010 – Present

Online Marketing Consultant

Client: Sparta Systems, Inc (3/2010 – 3/2011)

Analysis of digital marketing effectiveness and competitive analysis which lead the company to establish online marketing as a defined operation, assign appropriate budgets and hire necessary talent. Developed closed-loop reporting for all inbound online sources by integrating the website, web analytics, traffic sources (search, display, email), marketing automation systems and a custom CRM. The company achieved valuable insight into both overall lead generation activities and the quality of those leads tied back to different sources.

- Initiated a search marketing overhaul, including collaborating with internal domain experts on keyword/ad copy reevaluation, budget distribution adjustments and A/B testing setup with external agencies. Client received a significant improvement in cost per lead acquisition and improved quality metrics.
- Managed the company's external digital agencies and various online operations, including: talent acquisition; blog and wiki strategy; advised PR agency on effective use of social media; developed models for forecasting CPA and other quality metrics

Other Current Clients:

- Developed a go-to-market strategy and business plan for a pre-launch startup targeting multinational business professionals
- Working with digital agencies to optimize their clients' Google Analytics and behavioral insights for social media, search and other media sources
- Designing a social media marketing program for a set of brands (currently in stealth)

IntraLinks December 2008 – January 2010

Director of Online Marketing

Managed web operations and significantly increased quality lead conversions from all sources by optimizing organic and paid search, website usability & social media. Developed a highly effective B2B social media operation which resulted in improved public relations, diversified messaging channels, increased quality web visits and leads. Initiated and lead a re-launch of the company's corporate website, including developing business requirements, product specs and managed the project from business case to launch.

- Proposed, planned and launched the company's highly effective blog platform: editorial guidelines, social media integration, company-wide content contribution, technology platform and search engine optimization
- Developed and managed online analytics reporting, systems and documentation. This included analyzing lead generation, website usability, and competitive analysis
- Effectively managed external marketing and digital agencies

Accoona Inc. November 2004 – November 2008

GM – Twing.com (Nov 2006 – Nov 2008)

Developed Twing by defining a targetable market in social search and content, creating a product to deliver value to that market and implementing a go-to-market strategy that acquired users of the service. Created a business plan with three revenue models: data

licensing for collected and enriched social content, advertising within the Twing.com environment and third-party application licensing.

- Developed the initial business case, supported by operating, market analysis and financial projections
- Led a team of 35 through planning, creative, product development, launch and growth
- Directly managed a significant online marketing effort which leveraged our vast data collection and was distributed across search, content, display, email and social media
- Responsible for P&L management, financial forecasts, analytics and reporting
- Played a key decision-making role in every aspect of the business, including strategy, design, functionality, resource allocation, partnerships, marketing and funding
- Directly reported to the CEO and regularly presented 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 2006)

Conducted hands-on analysis and reporting of various marketing sources and how they influenced behavior on our websites. Managed a team of analysts and established an analytics and conversion tracking and reporting system for multiple web properties in 7 languages (U.S., Europe and China). As Acting Lead Product Manager (2006) for the U.S. and 7 international versions of the search product, I lead the development and delivery of a new multi-billion document index and a significantly improved user experience. In 2006, Accoona Search was named one of Time's "50 Best Websites".

- Deployed and managed various web analytics solutions, including Urchin (now Google Analytics), Webtrends, Coremetrics, Omniture and custom applications
- Derived external business intelligence used in the analysis of potential acquisition targets
- Played an active role in analyzing the products' viability and provided recommendations and actionable analysis to the Board of Directors, product and marketing teams
- Accoona's brand and search assets were acquired in November 2008

Consultant - Business Strategies February 2001 - November 2004

Various consulting engagements that focused on vendor relationship management, online marketing forecasting and planning, media buying, software bundling and distribution, and project management. Extensive natural and paid search engine optimization and marketing. Launched several small businesses in the food, recreation and entertainment industries

Afternic.com June 1999 - February 2001

Director of Operations - Reported to CEO

Responsible for managing online marketing operations (paid search, display media, email and affiliate); organic search engine optimization (SEO). Our marketing activities generated user acquisition and transactional returns that exceeded expectations.

- Developed strategic partnership programs including content distribution which significantly increased reach, user acquisition, transactions 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
- Company was founded in 1999 and acquired by Register.com in September 2000

Theglobe.com July 1998 - June 1999

Product Manager – *Integration* (2/99 - 6/99)

- Prioritized all major production initiatives in Sales, Business Development and Marketing
- Worked closely with business units and clients in the design and development of their products, assigned resources and integrated them into the production schedule
- Analyzed and reported website and user acquisition analytics

Project Manager (7/98 - 2/99)

- Project management of marketing, business development and sales projects
- Direct supervision of creative and technical development team
- Involved in the early-stage development of products, including direct response promotions, content syndication, affiliate, sweepstakes, advertising, marketing content
- Company successfully began trading publicly (IPO) in November, 1998

Planet Access Networks February 1997 - July 1998

Director of Web Development/Online Marketing

- Project management of web development and marketing initiatives; up to 30 projects simultaneously
- Clients included ABN AMRO, Lockheed Martin, Novartis, Avis, NANPA, Harry's Shoes, Solgar Vitamins, Crum & Forster
- Developed product specifications, project timelines, budgets and reporting from proposal to completion; reported monthly/quarterly revenue projections
- Developed and negotiated business proposals with existing and new clients
- Advised clients on integrating internet marketing with traditional marketing strategies
- Company was successfully acquired by a publicly traded company in 1998

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

Marketing Manager - Reported to: VP Marketing

- Lead in the development of email-based affiliate marketing programs
- Implemented a competitive intelligence analysis and reporting system
- Managed accounts payable and acquired workspace as needed for company growth

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

Principal Consultant

- Developed and promoted conferences related to current telecommunications issues; created offline and online marketing materials; negotiated venue relationships; recruited executive level speakers; managed events from concept through completion
- Conference attendance expectations were greatly exceeded by the use of online marketing
- Consulted with leading telecom companies on number portability and the Internet
- Conducted competitive intelligence and market analysis regarding market share opportunities and potential barriers for companies entering the internet space
- Consulting clients included FIND/svp, AT&T and Bellcore (now Telcordia)

U.S. Attorney's Office **Legal Technician II** December 1993 - July 1994

- Project Management: Civil Division - legal research, pleadings, deposition preparation

Herold and Haines, P.A. **Paralegal** February 1993 - December 1993

- Project Management of Commercial and Environmental litigation

Domino's Pizza **Store Manager and Regional Marketing Manager** 1988 – 1993

- Managed day-to-day operations of busy retail business; local print marketing

TECHNOLOGY SUMMARY

Emphasis on marketing, analytics and web management: Google Analytics, Omniture, Webtrends, Coremetrics, CMS (various), wordpress, blogger, Adwords, Adsense, Word, Excel, PowerPoint, Access, Visio, Twitter, Google, LinkedIn, Salesforce, CRM, wiki, BI

EDUCATIONAL EXPERIENCE

- Thomas Edison State College, NJ - B.S. Business Administration (est Dec. 2011)
- Stockton State College, NJ - Marketing Program (1985 – 1989)
- National Academy for Paralegal Studies, NY - Paralegal Certification (1993)