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EXPERIENCE SUMMARY

- 15 years experience successfully developing, managing and marketing internet-based business operations
- Hands-on expertise in digital strategy development, online marketing and business development
- Extensive leadership experience managing cross-functional groups focused on delivering interactive products and services
- Blended, functional managerial and hands-on experience in marketing, business operations, product development and technology

CAREER EXPERIENCE

December 2009 – Present

[Kevin Shea Consulting](#) (Online Marketing, Web Analytics, Social, Search)

Online Business Consultant

- Internet strategy development for various business types including medium-sized corporations and start-ups
- Developing online reporting and forecasting requirements for web analytics
- Optimizing web assets to improve natural and paid search marketing efforts
- Developing operating and financial forecasts for early-stage internet companies

December 2008 – December 2009

[IntraLinks](#) (B2B, SaaS, Lead Gen)

Director of Online Marketing – Reported to SVP Marketing

- Developed a highly effective social media content, message distribution and engagement platform which diversified our brand messaging channels, increased quality web visits and lead conversions
- Proposed, planned and lead the development of a completely revamped corporate website: Developed business requirements and product specification documentation while managing the project from inception to launch; Hardware platform, operating software and CMS were also upgraded in the process; Introduced the idea of a solutions focused message and navigation system; Website was entirely rewritten, restructured, redesigned and launched within 6 months
- Directly managed all web marketing efforts and significantly increased quality lead conversions from all sources, including: organic search, paid search, social media marketing
- Proposed, planned and launched the company's first [blog platform](#) and related editorial operations: software platform selection, editorial guidelines and documentation, scheduling, social media integration and search engine optimization
- Introduced new executive level online metrics and analytics reporting operations and documentation

November 2004 – November 2008

Accoona Inc. (parent company)

General Manager – [Twing.com](#) (Search Engine, Social: November 2006 – November 2008)

- Played a primary role creating the vision of Twing.com, including market opportunity analysis, business plan development, financial forecasts and product specifications

- Managed a 35 person operation within cross-functional groups in business and technology
- Responsible for leading strategy, marketing, business development, operations and P&L management in the U.S. and Shanghai, China. Annual operating budget exceeded \$9MM.
- Hands-on budgeting, planning and deploying online marketing campaigns using SEM, SEO, content targeting, display, social networking, email and word-of-mouth
- Within 10 months of launch, Twing acquired an impressive user-base and became an authoritative community search engine and discovery portal

VP Business Development – [Accoona China](#) (Web/Business Data Search Engine: June 2007 – November 2008)

- Managed operations and P&L for the company’s Chinese Search Engine and Social Networking divisions located in Shanghai, China
- Responsible for building and maintaining relationships, developing financial forecasts, optimizing revenue, hiring and personnel management of 15 employees
- Legal corporate entity development and maintenance of the company’s wholly foreign owned enterprise in Shanghai (WFOE)

Director Marketing Analytics – [Accoona Search](#) (Web/Business/News Search Engine: November 2004 – November 2006)

- Managed a multilingual team of analysts that established an analytics tracking and reporting system for multiple web products requiring the analysis of non-standard conversion metrics.
- Deployed several analytical software packages, including Urchin (now Google Analytics), Coremetrics and custom solutions.
- 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 business analysis to the Board of Directors, product and marketing teams
- Played a primary role in the sale of Accoona’s U.S. and Chinese search assets in November 2008.

February 2001 - November 2004

[CONSULTANT - Business Strategies](#)

- 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

June 1999 - February 2001

[Afternic.com](#) – (Auction, Community, E-Commerce, C2C) New York, NY

DIRECTOR OF OPERATIONS - Reported to CEO

- *Marketing*: directly managed internet media buying and planning operations (CPM/CPC/CPA/PFP/email/affiliate); analyzed direct marketing data for planning purposes; search engine optimization (SEO); coordinated creative development
- *Business Development*: negotiated and managed business partnerships and contracts; developed strategic partnership programs including content distribution, affiliate and advertising

- *Operations Management*: developed departmental requirements and goals in marketing, ad sales, customer service, business development and product development; hired and supervised managers in each department; managed day-to-day operations
- A key decision maker in the development and design of the web property, strategies and business model
- Company was founded in 1999 and acquired by Register.com in September 2000

July 1998 - June 1999

Theglobe.com – (Community, Social Network, Publishing) New York, NY

PRODUCT AND PROJECT MANAGER

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

- Identified and prioritized all major production initiatives in Sales, Business Development and Marketing
- Worked closely with business units in the development of their products, assigned resources and integrated them into the production schedule
- Analyzed and reported web analytics to the heads of all major departments

Project Manager (7/98 - 2/99)

- Project management of all business development, sales and marketing projects
- Direct supervision of creative and technical development team
- Involved in the early-stage development of Marketing, Business Development and Ad Sales Products. Products included were direct response promotions, sweepstakes, advertising creative, marketing content, live events, and copy
- Company successfully began trading publicly (IPO) in November, 1998

February 1997 - July 1998

Planet Access Networks – (Agency, Interactive, Production) Stanhope, NJ

DIRECTOR OF WEB DEVELOPMENT/ONLINE MARKETING

- Project and account management of web development and promotion initiatives for companies ranging from startup to Fortune 500; managed up to 30 projects simultaneously
- Clients included ABN AMRO, Lockheed Martin IMS, Novartis, Avis, NANPA, Harry's Shoes, Solgar Vitamins, Crum & Forster
- Developed project timelines, budgets and reporting from proposal to completion; account management; developed and 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

September 1996 - February 1997

Bigfoot Partners – (Email) New York, NY

MARKETING MANAGER - Reported to: VP Marketing

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

August 1994 - February 1997

Telecom Research Services – (Internet, Event Planning, Consulting, Telecom) Livingston, NJ

PRINCIPAL CONSULTANT

- Developed conferences related to competitive telecommunications issues; created direct and internet-based marketing materials; negotiated venue relationships; recruited executive level speakers; managed events from concept through completion
- Consulted with leading telecommunications companies on specific competitive industry issues, including Number Portability and the Internet
- Trained individuals and the personnel of small to large companies on using the internet as a commercial, recruiting and research tool
- Conducted competitive intelligence and market analysis regarding market share opportunities and potential barriers for companies entering the internet space
- Clients included FIND/svp, AT&T and Bellcore (now Telcordia)
- Drafted and negotiated numerous business plans and partnership proposals

December 1993 - July 1994

U.S. Attorney's Office – (Legal, Law Enforcement) Newark, New Jersey

LEGAL TECHNICIAN II (Security Clearance) - Reported to: Assistant U.S. Attorney

- Project Management: Worked directly with Assistant U.S. Attorneys on the litigation of Civil Division/Asset Forfeiture matters
- Conducted legal research, drafted pleadings, assisted in deposition preparation
- Interacted with the Criminal Division of the U.S. Attorney, DEA, FBI, IRS and other federal/state agencies

February 1993 - December 1993

Herold and Haines, P.A. – (Legal) Warren, NJ

PARALEGAL

- Project Management of Commercial and Environmental litigation; digested discovery documents and trial transcripts; discovery organization and maintenance; research

December 1988 - January 1993

Domino's Pizza – (Retail, Restaurant, Local) Absecon and Brigantine, NJ

STORE MANAGER AND REGIONAL MARKETING MANAGER

- Managed day-to-day operations of busy retail delivery business; supervised staff of 25; responsible for daily, weekly and monthly P/L and inventory reports; personnel schedules, regional print advertising; regional event promotions

TECHNOLOGY SUMMARY

Extensive software experience with an emphasis on internet, design and business applications: Google Analytics, Omniture, Coremetrics, drupal, concrete5, wordpress, blogger, Adwords, Adsense, MS Office Suite, Word, PowerPoint, Excel, Access, Visio, MS Project, Twitter, Google Buzz, LinkedIn

EDUCATIONAL EXPERIENCE, ACCOMPLISHMENTS AND AFFILIATIONS

- Thomas Edison State College, NJ - B.S. Business Administration (est 2011)
- Stockton State College, NJ - Marketing Program (1985 – 1989)
- National Academy for Paralegal Studies, NY - Paralegal Certification (1993)
- United States Coast Guard - OUPV "Captain's" License (current)
- Emergency First Response Corp - Current CPR & 1st Aid Certification (current)
- Advanced Open Water Diver Certification