

## Kevin Shea

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### EXPERIENCE SUMMARY

- An internet business leader with expertise in digital strategy development, online marketing and business development
- Well fitted for senior positions in business operations, interactive marketing or product management for internet based companies
- Extensive leadership experience developing and managing cross-functional groups

### PROFESSIONAL EXPERIENCE

November 2006 – Present

Twing.com – A leading discussion forum search engine

17eway.com – A business social networking platform based in China

**General Manager** - Report to CEO

- Played a primary role developing the vision of Twing.com and 17eway.com, including the development of business plans, supporting financial forecasts and product specifications.
- Within 10 months of launch, the Twing product became an authoritative community search engine and discovery tool that maintains a 1.3+ Billion document index.
- Ongoing responsibility for leading strategy, marketing, business development, operations and P&L management for both businesses in the U.S. and Shanghai, China. Combined annual operating budgets exceed \$10MM
- Hands-on budgeting, planning and deploying multi-million dollar online marketing campaigns using SEM, SEO, content targeting, display, social networking, email and word-of-mouth
- Fully engaged in the day-to-day operations as an adviser and decision maker at the product development level.

November 2004 – November 2006

Accoona Search – U.S., European and China B2B search engines

**Director of Marketing Analytics** – Reported to CEO

- Established an analytics tracking and reporting system for multiple products which required the analysis of non-standard conversion metrics.
- Deployed several analytical software packages across different websites, including Urchin (Google Analytics), Coremetrics and custom solutions.
- Provided actionable analytic details to product and marketing teams.
- Managed a small team of multilingual analysts.

February 2001 - November 2004

**CONSULTANT** - NJ & NY

CONSULTANT - Internet marketing strategies and product management consultant

- Client needs assessment, vendor/outsourced resource management, online marketing planning and media buying, software bundling and distribution, project management, client relationship management

- Extensive search engine optimization and marketing: natural optimization and SEM
- Clients included fortune 500 companies, interactive marketing agencies, advertising firms, retail businesses and startups

June 1999 - February 2001

Afternic.com - New York, NY

**DIRECTOR OF OPERATIONS** - Reported to CEO

- *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
- *Business Development*: negotiated and managed business partnerships and contracts; developed strategic partnership programs including content distribution, affiliate and advertising
- *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
- 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 - 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 site analytics to the heads of all major departments

*Project Manager (7/98 - 2/99)*

- Project management of 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 went public (IPO) in November, 1998

February 1997 - July 1998

Planet Access Networks - 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, Harry's Shoes, Solgar Vitamins, Crum & Forster
- Developed project timelines, budgets and reporting from proposal to completion; ongoing account management; developed and reported monthly/quarterly revenue projections
- Developed and negotiated business proposals with existing and new clients

- Advised clients on integrating internet based marketing with traditional marketing strategies
- Company was successfully acquired by a publicly traded company in 1998

September 1996 - February 1997

Bigfoot Partners - 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 - 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 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 - 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
- Liaised 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. - Warren, NJ

**PARALEGAL**

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

December 1988 - January 1993

Domino's Pizza - 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 experience across multiple platforms with an emphasis on internet, design and business applications MS Office Suite, Word, PowerPoint, Excel, Access, Visio, MS Project, Outlook, Homesite, Dreamweaver, Photoshop, HTML

## **EDUCATIONAL EXPERIENCE, ACCOMPLISHMENTS AND AFFILIATIONS**

Thomas Edison State College, NJ  
B.S. Business Administration (est June 2009)

National Academy for Paralegal Studies, NY  
Paralegal Certification (1993)

Stockton State College, NJ  
Marketing Program (1985 - 1989)

United States Coast Guard  
OUPV "Captain's" License (current)

Emergency First Response Corp  
Current CPR & 1st Aid Certification (current)

Advanced Open Water Diver Certification