

# Internet Marketing Consultant

## ROBERT SMITH

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### Objective

Results-proven, data-driven, innovative sales, business development and marketing leader with experience. Able to execute the latest Web High Velocity Sales and Marketing strategies.

### Skills

Inbound Marketing, Online Advertising, Social Media.

### Work Experience

#### Internet Marketing Consultant

**ABC Corporation** - 2010 - 2011

- Identified, acquired, and developed long term trusted relationships with SMB clients that needed to reach more local consumers.
- Built clients web presence via online ad campaigns using SEO, SEM, Display, and Social Media strategies helping them to acquire.
- Created and optimized ad campaigns, tracking their success, analyzed data and results to identify additional campaign opportunities.
- Created innovative customer value-adds and developed highly effective strategic marketing plans for clients.
- Able to reach their sales target and remained with the company for over a year.
- Maintained an exceptionally high client retention rate.
- Up-sold new products and services to the current client base.

#### Internet Marketing Consultant

**ABC Corporation** - 2007 - 2010

- Developed five international websites for various market segments in English, French, and Spanish.
- Translated textual content as needed.
- Incorporated on-page SEO best practices while developing sites.
- Coordinated strategy meetings with international marketing executives.
- Developed separate product offerings for each regional market.
- Devised region-specific internet marketing strategies to increase online visibility of websites for their respective geographical regions.
- Convened with international marketing managers to reiterate the importance of a websites position within search engine results pages..

### Education

Bachelor of Arts in Communications - (Temple University - Philadelphia, PA)