

SCOTT SLOMCENSKI
17505 Blessed Place
Lutz, FL 33549
Scott@ScottSlomcenski.com
(813) 417-7663

RESUME

SUMMARY

Over 20 years combined experience specializing in eBusiness and eMarketing with a bachelor's degree in mass communications, four advanced IT certifications and double-certified (Google AdWords Certified Professional and Bing Ads Accredited Professional). A proven professional with extensive knowledge of online marketing strategies and tactics, online user behavior and purchasing patterns, website architecture, user experience, business processes, organizational structures and corporate culture, with a unique blend of transactional, organizational and marketing expertise. An advanced eBusiness veteran encompassing a unique entrepreneurial background, multiple start-up companies and substantial agency experience. Highly adept at managing multiple priority sets with SEO/SEM, social media and content marketing. Experience in multiple online industries including retail, education, recreation, finance, travel, healthcare, real estate, automotive, insurance, precious metals, lead-generation and non-profit charitable organizations.

PROFICIENCIES

- eMarketing strategic and tactical planning, eBusiness and eCommerce analysis, development, and implementation
- Online revenue and strategy development, website (re)design and administration, web site traffic generation and analysis
- Search Engine Marketing campaigns and SEO analysis and development
- Google AdWords, Google Analytics and Bing Ads certified
- Information architecture, usability analysis, user interface design, navigational structures, web site organization and layout, and interactive process analysis
- Organizational, process, and corporate culture analysis and reengineering

PROFESSIONAL BACKGROUND

Traffic Advertising Palm Harbor, FL Director of Digital Marketing January 2020 – Current

- Responsible for supporting analytics and reporting via Google Analytics and Google Tag Manager (GTM)
- Executes and deploys custom GTM tags and triggers to track onsite phone call engagement, a variety of contact form submissions and other on-page events
- Manages and leads direct response-focused paid search and paid display for assigned automotive client portfolios
- Measures impact and effectiveness of campaigns by analyzing and reporting KPIs and client success metrics
- Uses statistical analysis to draw conclusions and insights about campaign results and make recommendations accordingly
- Works with external CMS vendors to fully leverage their capabilities, identify opportunities and resolve operational issues
- Designs, creates and manages several WordPress websites for non-automotive clients
- Manages Local SEO, including creation, maintenance, updates and compliance for all client GMB (Google My Business) profiles
- Creates month-end and ad hoc performance reports and communicates with clients regarding status, timelines, budgets and results
- Manages Digital Department workflow and finds monetization opportunities

AutoWeb.com Tampa, FL Digital Marketing Analyst April 2018 – January 2020

- Created and implemented online marketing plans including development and placement of Google ads (search, audience-layered search, display remarketing, display in-market, display affinity market, Gmail sponsored promotion), Bing ads and Facebook ads
- Used range of digital analytics tools (WordStream, Google Analytics, Google Tag Manager, HotJar, SEMRush, Screaming Frog, SpyFu) for diagnostic and reporting purposes
- Developed reports and presentations on a weekly and ad hoc basis
- Performed as social media specialist for multiple Facebook pages
- Increased social media presence on Facebook via the creation of automotive-themed memes
- Scheduled, tracked and maintained multiple AdWords and Bing ads accounts to ensure the company's specific performance goals were met or exceeded

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Healing Heroes Network Palm Harbor, FL PPC Manager July 2016 – December 2017

- Provided brand awareness, generated leads and encouraged online transactions for multiple websites using AdWords, Bing, Yahoo Gemini, Twitter Ads, Taboola, Facebook Ads and various CPV networks
- Coordinated direct media buys
- Developed new initiatives based on industry trends within paid search
- Developed imagery for display marketing for GDN, Facebook Ads, Bing Native Ads and Yahoo Gemini
- Utilized remarketing via GDN and Yahoo Gemini
- Created custom and lookalike audiences for several ad platforms
- Developed intriguing and compelling site content and marketed content accordingly
- Developed seven WordPress-based websites, using old HTML counterpart websites as a guide for aesthetics and functionality
- Coordinated and appeared in numerous Facebook Live Streams to promote the brand and business
- Utilized third-party software to create an interactive Facebook bot, allowing for real-time interaction with fans and consumers
- Increased year-over-year ecommerce conversion rates by 485%
- Increased year-over-year revenue by 79%
- Introduced two new product lines, based on my own unique design concepts

BrandedHoldings, LLC Lutz, FL PPC Manager January 2015 – July 2016

- Researched, planned, managed and executed search advertising campaigns using AdWords, Bing, Yahoo Gemini, YP.com, Taboola, Facebook and various CPV networks
- Developed complex SEM and SEO strategies for multiple web assets in the finance and insurance verticals
- Coordinated with in-house teams and leveraged external resources
- Supported strategic advertising efforts by assisting with proposals, research and data collection
- Ran daily, weekly, bi-monthly and monthly reports analyzing internal KPI's
- Developed new initiatives based on industry trends within paid search
- Conducted media buys and developed content and imagery for display marketing
- Used GDN for in-market and affinity audiences as well as remarketing
- Tracked competitive environments and reports on activities and anticipated outcomes
- Developed compelling and effective ad copy
- Managed multiple projects using JIRA Issue and Project Tracking software
- Tested ad copy and other critical campaign elements
- Enhanced keyword generation, keyword optimization, ad copy performance and reporting
- Maximized return on ad spend by developing geo-targeting and day-parting formulations to effectively collaborate with 3rd party fulfillment participation levels and consumer demand

Traffic Advertising Palm Harbor, FL Director of Marketing and Analytics March 2014 – January 2015

- Created, maintained and updated Google AdWords PPC campaigns for a wide variety of automotive dealership clients across the country (Hyundai, Ford, Nissan, Chevrolet, VW and Kia)
- Implemented remarketing and mobile advertising as budgets dictated
- Utilized both AdWords Click-To-Call and third-party call tracking (Mongoose Metrics)
- Created monthly, weekly and ad hoc reports for PPC, organic and social traffic
- Served as technical liaison for dealerships and their respective webhosts, such as: Cobalt, Dealer.com and VinSolutions
- Generated custom tagging UTM codes to track and monitor all third-party media buys and display placements
- Provided SEO industry best-practices recommendations for prospective and existing clients
- Implemented on-page manual SEO coding to improve organic rankings
- Created Google+ profiles for clients and integrated into existing websites
- Crafted Schema mark-up coding in client sites to anchor consistent messaging in Google Knowledge Graphs
- Validated and ensured consistency of brand name and other contact information across all local business directories and social media platforms
- Created content for landing pages and integrates display creative using HTML coding

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- Generated monthly billing statements and reporting for PPC clients
- Resolved various issues for several non-automotive clients using WordPress platform
- Assisted with inter-office computer issues, equipment failures, emails issues, browser updates, software updates and general PC questions

GainesvilleCoins.com Lutz, FL Search Engine Marketing Integration Director September 2012 – October 2013

- Provided site support regarding usability and functionality issues and drove issues to resolution
- Performed analysis of website traffic and business processes, focusing on user experience
- Created monthly, quarterly and ad-hoc reports detailing site performance, expenditures and revenue
- Developed and maintained Google+ Business Page and Google Local Search assets
- Fully integrated Google+ authorship and publisher tags
- Created and implemented Schema markup language across thousands of SKUs to enhance presentation and visibility of products in organic search results, including pricing and product reviews
- Integrated Google+ follower count into Google AdWords advertising
- Enhanced Google AdWords prominence via sitelink and location extensions, DKIs and appended display URLs
- Guided graphics design team to develop infographics and product display advertising
- Supervised team of content writers to ensure proper journalistic style, grammatical correctness, factual accuracy and timely delivery of relevant content for company blog
- Owned and managed all aspects of Google AdWords and Bing Ads, including budgets, ad copy, PLA feeds, A/B and multi-variate testing and delivered an ever-increasing return on ad spend
- Owned and managed all social media accounts and respective marketing endeavors (Facebook, Twitter, Pinterest, LinkedIn, Google+, Company Blog, StumbleUpon and Tumblr)
- Created and managed local business directory accounts and profiles (Google Local, Bing Local, Patch, Localeze and Yelp)
- Edited video production copy, transcripts and graphics
- Drafted and published company press releases in accordance with traditional style guidelines
- Published in-depth articles to company blog
- Conducted all aspects of both on-page and off-page search engine optimization per industry best practices
- Integrated site-wide social media sharing to increase interactivity
- Developed and marketed website contests, promotions and seasonal events
- Proofed and edited company email newsletters and email marketing messaging for quality assurance and CAN-SPAM compliance
- Reviewed and approved website news stories and articles
- Developed and maintained company YouTube Channel and integrates video media into various marketing channels

Realty Professionals of Florida Brandon, FL Realtor October 2011 – September 2012

- Marketed homes for sale throughout the Tampa Bay area by utilizing a series of self-designed and constructed real estate websites, such as ScottSellsTampa.com
- Used a variety of social media (Facebook, Twitter, Pinterest, StumbleUpon) for additional client exposure
- Worked with home inspectors and appraisers to determine any and all relevant action required prior to closing

Robert Half Technology Tampa, FL Interactive Marketing Consultant (Contract) June 2011 – October 2011

- Devised and implemented SEO strategies for multiple websites for a large real estate conglomerate, including 50 manufactured home and retirement communities
- Conducted regular optimization of on-page content on various product pages
- Analyzed site code and provided recommendations based on SEO best practices and implemented accordingly
- Audited title tags and meta data on a regular basis for search engine optimization compliance
- Conducted on-going competitive market analysis
- Procured quality inbound links from blogs, forums and other relevant, content-specific sites
- Made appropriate comments on relevant, do-follow blog sites to procure back-links
- Incorporated social media optimization to augment the traditional SEO activities
- Created over 30 independent blogs to drive traffic to parent websites
- Conducted keyword research and selected location-specific keywords for PPC campaigns

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- Monitored campaigns on a regular basis to measure and maximize the effectiveness of all PPC campaigns
- Composed and tested ad copy to produce optimal click through rates
- Monitored campaign results, analyzed key metrics, and optimized click-through and conversion rates
- Reduced acquisition costs (CPA) by nearly 50%, while at the same time, tripled the number of conversions

Full Spectrum Communications Clearwater, FL SEM Consultant (Contract) August 2010 – October 2010

- Managed multiple Google AdWords and Bing (MSN) AdCenter accounts
- Adjusted bids, added keywords, created ad copy, performed multivariate testing, monitored CPA goals and compiled reports on performance trends
- Fiscally responsible for monthly budgets of \$50,000-\$100,000
- Optimized landing pages for improved quality scores
- Responsible for overseeing Social Media customer acquisition strategy across all internal brands and platforms
- Coordinated with Content, Creative and Technical departments to support sales and drive revenue across a variety of online assets
- Managed ROI goals across multiple channels
- Generated traffic and sales, increased brand awareness, built relationships, and strengthened analysis and client reporting
- Defined and developed the campaigns, compiling regular reports to monitor progress and identify best practices recommendations
- Monitored Social Media conversations about the brands and intervenes/ replies where appropriate
- Lead an SEO team including hiring and training
- Utilized WordPress to create and maintain content-specific blogs to generate traffic
- Strategized and executed SEO and Social Media strategy

FKQ Clearwater, FL Senior Interactive Marketing Strategist (Contract) October 2009 – January 2010

- Managed SEM tactics and strategies for unique businesses in a variety of industries including: Dollar Rent A Car, Badcock Furniture, Melitta Coffee and the Sandpearl Beach Resort
- Developed and maintained relationships with major search engine partners, Google, Yahoo and Bing
- Reviewed, improved, created and optimized multiple ad creative to determine the most effective messaging and other success metrics
- Analyzed client websites and provided best-practices recommendations and insights for improving search engine results.
- Delivered client solutions in areas of landing page optimization, creative concept development and brand strategies
- Provided paid search engine listing development, optimization, administration and ROI tracking via Omniture Site Catalyst, Omniture Search Center, Google Analytics and Atlas One Point
- Used HitWise clickstream technology to analyze trends in visitor behavior and measure site market share
- Responsible for MTD and YOY SEM campaign data analysis and client reporting

KeywordGuys, Inc. Tampa, FL Internet Marketing Co-Founder September 2007 – September 2009

- Used proprietary techniques and various marketing technologies to develop, implement and manage SEM (CSE and traditional PPC) and SEO strategies and tactics to increase website traffic and generate maximum ROI for a wide variety of clients
- Developed and implements innovative marketing and promotional plans for websites, including email marketing and viral (social) marketing (Facebook, Twitter, MySpace)
- Provided industry best-practices guidance and initiates and manages appropriate online marketing vehicles, respective to client needs
- Generated high-level metrics reports and in-depth presentations detailing the successes of SEO and PPC campaigns using Google Analytics and other tracking software
- Developed and monitors A/B and multi-variate ad text and landing page testing for PPC campaigns
- Managed and monitored all PPC bidding and maintains all aspects of daily PPC campaign management targeting domestic and international consumers.
- Overall QA for client PPC (SEM) and SEO campaigns, landing pages and respective websites
- Responsible for internal site search usability strategies. Integrates internal site search results with analytics platform to track visitor intent, navigation and transaction data via metrics reports

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- Managed online marketing and audience development budgets
- Researched and analyzed online consumer behavior as well as competitive landscape to determine how to effectively market and customize relevant PPC campaigns to specific audience demographic segments
- Maintained and enhanced multiple affiliate programs (via Commission Junction and ClixGalore)
- Generated visual (banners) and text-based website content and QA's legacy content

Triad Digital Media Tampa, FL Director of SEM Services February 2006 - September 2007

- Responsible for exceeding established E-commerce revenue goals through well-planned and executed multi-million dollar SEM PPC campaigns via paid search through Google, Yahoo! Search, MSN, Ask.com and various second-tier search engines
- Optimized PPC keyword bids, positioning, descriptions and ad copy for maximum transactional and lead generation ROI via direct daily management of PPC campaigns
- Planned, tested and submitted multiple email campaigns. Analyzed results and presented respective performance reports
- Generated and presented metrics reports for all marketing vehicles for various agency clients utilizing Omniture Site Catalyst and Google Analytics and maintains a system of testing procedures to monitor campaign activity and trends to calculate ROI and other relevant metrics
- Trained and managed team of SEM coordinators who were responsible for tactical execution and fulfillment for multiple clients
Quadrupled PPC ROI in less than one year
- Exceeded SEM sales goal for all of 2007 within the first 100 days of 2007
- Coordinated with creative, production and technical teams to ensure landing page architecture, appearance, functionality, search engine optimization (SEO) and project sign-off
- Assisted with departmental P&L statements and creation of annual marketing budgets
- Coordinated with product merchandising teams to ensure web product availability and inventory status. Provided research, consultation and support to other departments for all aspects of SEO, PPC and social marketing
- Integrated online marketing campaigns to maximize call center opportunities for multiple clients
- Managed multi-million dollar annual PPC (SEM) campaigns for various Fortune 500 clients

TDIMC, Inc. Tampa, FL Owner/Founder March 2004 – February 2006

- Created all marketing campaigns and content including: email campaigns, affiliate programs, search engine optimization (SEO), pay-per-click services (PPC), paid inclusion, rev-share agreements, promotions and in-person presentations
- Co-created and launched over 40 websites providing products and services including herbal supplements, consumer electronics, merchant accounts and web hosting
- Revolutionized online dating profile generation with our flagship website, DateGenie.com. DateGenie.com became profitable within its second week of operation
- Headed strategic partnerships. Initiated and maintained co-brands with third parties and negotiated respective terms

WebCapades, Inc. Clearwater, FL Director of Global Marketing November 2001 - March 2004

- Responsible for raising customer base from 120,000 to over two million, reducing customer attrition, increasing sales and exceeding year-to-date company financial growth pro forma by 163.3%
- Incorporated email marketing as a mainstream channel for customer communication and lead generation utilizing a proprietary email facility
- Developed and executed all web-based marketing initiatives including: affiliate programs (via AffiliateWhiz and Commission Junction), pay-per-click services, FFAL's, link exchanges, banner swaps, web-rings and "guerilla" marketing vehicles
- Monitored and optimized SEM PPC keyword placement through sites such as: Google, Overture, Kanoodle, Search123, 7Search, 180Solutions, BrainFox, AskJeeves, DogPile, EPilot, GoClick, Inktomi, IQSeek, InfoSpider, Lycos, Mamma and Netster
- Managed weekly, monthly, quarterly and annual reports regarding \$500,000 marketing budget allocation and ROI
- Managed large volume keyword lists and maximized results
- Created and published monthly press releases on a variety of company progress-points and growth initiatives via PRWeb, E-Releases and other online publishing venues
- Provided critical leadership on development and execution of the company's annual financial pro forma; tracks and measures progress and provides timely analysis and recommendations
- Provided career development and mentoring oversight to staff and established development objectives

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- Provided quarterly feedback and annual reviews
- Coordinated the development and maintenance of the content of multiple internet sites
- Maintained awareness of ongoing web policies and management initiatives, and suggests ideas and opportunities to link company products and services to other major initiatives going on within the Community and Customer Service Departments
- Developed three supervisors in all areas including basic supervision, motivating others, skills assessment and conflict resolution
- Aligned with CEO and VP of HR to develop and implement policies regarding attendance, progressive discipline and others
- Monitored and analyzed performance metrics and guided CEO on the status and outcomes of all initiatives

RedVector.com Tampa, FL Project Manager February 2000 - July 2001

- Took RedVector.com to profitability within five months of launching the website
- Used proprietary software to establish, coordinate and negotiate projects, objectives and initiatives with marketing, sales, content, research/development, help desk, graphic design and accounting departments
- Designed, purchased, implemented, evaluated and managed new web site components and technologies and creates flowcharts to detail design, format and specifications as such
- Headed graphic-intensive HTML email marketing campaigns via company database in excess of 600,000 members. Utilized reference identifier codes to monitor and manage click-thru activity and determine customer response and reaction to specific elements within marketing emails
- Drove product web-release strategies and defines requirements. Directed help desk interaction with clients
- Negotiated and managed strategic relationships with content and technological partners and providers (EngineerSupply.com, ContractorForce.com, FloridaContractor.net, ASID.org, AICnet.org, ConstructionRisk.com, etc.)
- Utilized proprietary software to implement and manage multiple web site banner account campaigns
- Monitored and regulated impressions and click-throughs to document partner/alliance commission schedules and payments
- Co-created fiscal year revenue projections and profit/loss statements
- Redesigned user interface to improve usability and demographic segmentation for marketing and ad sales

GTE Tampa, FL Project Manager July 1998 - February 2000

- Introduced and installed new software and trained respective users
- Supported sales and marketing objectives within budgets
- Designed, coordinated and implemented marketing projects
- Managed subordinates and administered new policies
- Delegated and reviewed project work assignments
- Wrote technical documentation for multiple projects

SunBurst Media College Station, TX Sr. Production Director June 1997 - June 1998

- Organized and managed Sales department and Production department
- Maintained sales department budgets and regulated promotional expenses
- Installed and implemented Access Computer System (AXS), Digital Courier International System (DCI), Digital Generation System (DGS), and Software Audio Workstation Plus (SAW+) and supervised training of subordinates on respective software
- Ensured all production met local community mandates and FCC regulatory standards
- Increased sales revenue 18% within first quarter

Clear Channel Tampa, FL Production Asst./ Air-Talent June 1996 - June 1997

- Hosted nightly radio show
- Made public appearances and successfully marketed a variety of products and services
- Produced commercials utilizing multiple software engines and programmed for airplay in respective time slots

EDUCATION

Bachelor of Arts, Mass Communications University of South Florida, Tampa May 1995	Professional Certificate, Digital Branding and Engagement Curtin University, Perth, Australia February 2018
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<p>COMPTIA A+ Technical Certification September 2001 COMPTIA I-Net+ Technical Certification October 2001 COMPTIA Network+ Technical Certification June 2002 ProSoft CIW Technical Certification November 2001</p>	<p>GOOGLE ADWORDS CERTIFIED June 2006 - Current YAHOO SEARCH AMBASSADOR December 2006 (Legacy) BING ADS ACCREDITED September 2012 - Current GOOGLE ANALYTICS CERTIFIED October 2014 - Current</p>
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