

Adam Monier Edwards

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Portfolio available upon request

Career Highlights

- Combined 10 years of online marketing experience from both agency and in-house perspectives
- Extensive product management background, especially in search engine optimisation (SEO) and analytics
- Core team member of HitTail (Web 2.0 analytics company) and responsible for 15% conversion rate
- Increased online sales by 17% for Extended Stay Hotels (680 properties throughout North America)
- Directly responsible for generating over U.S. \$1 Million in booked car hire revenue for Avis Budget Group
- Past clients include market leaders in software (Microsoft), FMCG (P&G), education (ETS), and VoIP (Vonage)
- Designed, launched, and consulted on numerous multilingual websites for worldwide audiences
- Reduced production costs by 50% while improving build quality for international software company

Roundarch (www.roundarch.com) ————— New York, NY

SEO Strategist

January 2009 - Present

Consulting on search engine optimisation for Fortune 500 clients. Developed and presented the 2009 international SEO strategy for Avis Budget Group with special attention to Australia. Directly responsible for over U.S. \$1 Million in booked revenue for two of the world's leading car hire brands. Uncovered key market opportunities and audited the SEO performance of a major financial securities institution.

Upwardly Global (www.upwardlyglobal.org) ————— New York, NY

Leadership Council Member & 2010 Board Candidate

January 2008 - Present

Regularly called upon as a trusted advisor to a non-profit organisation with offices in New York, Chicago, and San Francisco. Upwardly Global partners with businesses by connecting them with university-educated immigrants and refugees who receive job placement assistance as they adjust to life in the United States.

- *Online Marketing:* Redesigning multilingual website and leading social media efforts. Launched group on LinkedIn and cause on Facebook.
- *International Marketing:* Designed marketing materials for the organisation's first event held on historic Ellis Island and largest ever fundraiser, attracting 500 international attendees and grossing over U.S. \$120,000. Designed presentation materials for the founder's speech at a 2009 non-profit conference in Copenhagen, Denmark.
- *Public Relations:* Conducted numerous mock interviews for immigrant job seekers and assisted networking events.
- *Business Development:* Founded the annual Golden Break charity billiards tournament.

HitTail (www.hittail.com) ————— New York, NY

Chief Catalyst

March 2006 - Present

Has been integral to the success of the world's first consumer SEO tool and one of the web's most praised analytics packages. HitTail was named the "Best Free eCommerce Web Analytics Service" by PC World and one of the "Best Ideas of 2006" by BusinessWeek.

- *Online Marketing:* Redesigned HitTail.com, thereby converting 15% of visitors to register and raising the total enrolment to 45,000 users in two years. Assists social media efforts.
- *International Marketing:* Helped organise the translation of the product and website into French, German, Dutch, and Italian. Assisted official launch at TechCrunch 8 summit.
- *Public Relations:* Presented to Future Salon, Sempo (Search Engine Marketing Professional Organisation), and Web2NewYork. Edits press releases and blogs for company. Regularly represents company at industry tradeshows such as Search Engine Strategies and SMX.
- *Product Management:* Contributes to patent application process and is the lead user advocate for the product management team. Provided key insights that protects privacy and helps enable a scalable architecture that collects and reports real-time data for over 35,000 websites on a single web server.

Connors Communications (www.connors.com) ————— New York, NY

Senior Project Manager

March 2004 - December 2008

Began as an account executive and the first SEO employee at a leading boutique New York public relations firm that once launched Amazon.com, Priceline, GoTo/Overture, and Vonage. Ended up leading SEO and blogging strategies for the entire practice after the agency transitioned into online marketing.

- *Online Marketing*: Directed online marketing strategies for all clients with an emphasis on search engine optimisation, blogging, analytics, and social media optimisation. Acted as liaison between PR and SEO personnel. Aided client positioning and messaging sessions.
- *International Marketing*: Advised client SEO campaigns in English, French, German, Spanish, and Japanese.
- *Product Management*: Directed development of automated marketing reports, competitive analysis tools, and enterprise content management system.
- *Public Relations*: Blogged for agency. Published on long tail theory. Edited various client press releases.
- *Business Development*: Wrote proposals, gave one-on-one demos, and pitched new client business.
- *Management*: Oversaw account manager, developer, designer, and writer. Trained new hires on corporate SEO strategy. Sole author of internal 100-page wiki about online marketing.

Key Clients

- *Educational Testing Service (ETS)*: Managed SEO campaigns for ESE and ICT Literacy divisions
- *Evolution Robotics*: Managed SEO in English, German, and Japanese, achieving first page for "robotics"
- *Extended Stay Hotels*: Increased online sales by 17% via SEO; led account from prior to Homestead Hotels / Extended Stay America merger through and beyond client's U.S. \$8 Billion acquisition
- *Fotolia*: Devised multilingual eCommerce SEO plan for top English, French, German and Spanish results
- *Guam Telecom Authority*: Subcontracted to manage marketing copy for new website
- *Hachette Filipacchi Media*: Aided strategy that doubled traffic for Elle and Popular Photography magazines
- *Meatless Monday*: Managed non-profit SEO campaign, leading to #1 rank in all engines on "meatless"
- *Microsoft*: Consulted on B2B SEO and blogging strategies for MicrosoftStartupZone.com
- *MTV Europe*: Advised MTV Switch educational campaign to get teens to take action on climate change
- *PixelPlay*: Managed website design process for newly merged video game publisher
- *Procter & Gamble*: Subcontracted to monitor blogs and news stories for Crest toothpaste
- *RingCentral*: Managed corporate and social media blogs as well as new small business portal
- *ShopWiki*: Assisted public relations plan for comparison shopping search engine
- *U.S. News*: Advised ReviewsAndRankings.com launch, making it an instant player in the automotive space
- *Vonage*: Carried out bi-weekly email marketing campaign to 250,000 customers
- *William Morris Agency*: Introduced authors such as Jerome Groopman and Rebecca Walker to blogging

Scala Broadcast Multimedia (www.scala.com) ————— Philadelphia, PA

Marketing Coordinator

March 2003 - March 2004

Used past sales and production experience to lead initiatives as only employee dedicated to marketing for the leading software developer in the emerging digital signage industry. Scala InfoChannel is an end-to-end solution from multimedia authoring to network management to scheduled remote playback. The software can drive advertising or information displays in nearly any environment including outdoor LED billboards, airport video walls, hotel networks, corporate communication systems, and point-of-sale kiosks.

- *Online Marketing*: Redesigned Scala.com, then a Google PageRank 7/10 website, thereby immediately doubling organic search traffic for the next month and sustaining a 67% increase in visitors even six months after launch. Assisted Google AdWords, Yahoo Overture SEM campaigns.
- *International Marketing*: Launched bilingual website for new partnership with NEC in English and Japanese as well as the company's first ever office in Asia. Designed and wrote copy for magazine ads and brochures. Wrote end user case studies. Conducted direct marketing promotions.
- *Product Management*: Performed first competitive analysis in 15-year corporate history and developed an internal online application to allow management to easily view the results of the study.

Sales & Marketing Representative

March 2002 - March 2003

Grew Northeast Americas & Asia reseller channel by 40%. Elected to represent the sales and marketing department in the product management team. Supported tradeshows and helped organise the company's worldwide tour in four countries for the international product launch of InfoChannel 3.

Sample Clients

- Click Grafix (Malaysia & Singapore)
- Industrial Video (USA)
- Satellite Tracking Systems (USA)
- Téléciné Multimedia (Canada)

Example End User Case Studies

- Bloomberg
- Estée Lauder
- Nasa
- Peabody Essex Museum

Webmaster & Production Manager

February 2001 - March 2002

Launched new corporate intranet and reseller extranet with Director of eBusiness, providing marketing tools to 100+ companies worldwide. Assisted creation of in-house agile web development framework. Wrote SEO-focused web copy to improve search engine results. Oversaw vendor selection, package design, and build of 10 software products that saved 50% of costs over old cardboard boxes while using stronger, easier-to-assemble, and more attractive vinyl chipboard units.

Penn State University (www.psu.edu) ————— University Park, PA

Major in Journalism with Minor in Philosophy

August 1995 - May 2000

Internships during this time included:

- Mentorship with Martin Nisenholtz, Senior VP
 - Webmaster and Co-Editor-in-Chief
 - Editor and Web Design Instructor
 - Webmaster
 - Webmaster and ESL Tutor
 - Web Designer
 - Web Designer
 - Graphic Designer
- The New York Times (New York, NY)
PSUforum.org Newsmagazine (University Park, PA)
Penn State University (University Park, PA)
Penn State Red Cross (University Park, PA)
Mid-State Literacy Council (University Park, PA)
Niche Net (San Francisco, CA)
Scala Broadcast Multimedia (Philadelphia, PA)
IAM (Philadelphia, PA)

Technical Skills

- *Analytics:* Connors Strategic Tracking, Google Analytics, HitTail, Omniture, Smarter Stats, WebTrends
- *Audio & Video Editing:* Sony Acid, Sony Sound Forge, Sony Vegas, Audacity
- *Content Management Systems:* Confluence, Connors CMS, Interwoven, Mambo, OpenWiki, pMachine
- *Desktop Publishing:* Adobe Acrobat, Adobe InDesign, Adobe PageMaker, Quark XPress
- *Microsoft Office:* Access, Excel, PowerPoint, Project, Publisher, Visio, Word
- *Multimedia:* Adobe Photoshop, Adobe Illustrator, Adobe Flash, Scala InfoChannel
- *Online Advertising Platforms:* Google AdWords
- *Operating Systems:* Windows, Macintosh
- *Web & Database Development:* HTML, ASP, XHTML, XML, XSLT, IIS, SQL, RegEx, CSS, JavaScript, PHP

Language Skills

- *English:* Native speaker with English as a Second Language tutoring experience
- *French:* Seven years of classes with intermediate reading, writing, and speaking skills
- *German:* One year of classes with introductory reading, writing, and speaking skills
- *Japanese:* One year of classes with introductory skills in reading and writing kana and 25 kanji
- *Korean:* Three months of classes with introductory skills in reading the Hangul alphabet

Selected Articles

- "TypePad & Blogger," www.hittail.com/blog/2008/08/goodbye-hittail-basic-hello-typepad-and.html, August 2008.
- "Tap the News for Large SEM Returns," DM News, 20 December 2007, p. 23.
- "Google Newswire," www.connors.com/blog/2007/09/google-newswire.html, September 2007.
- "Blogs Surpass Newspapers," www.connors.com/blog/2007/08/blogs-surpass-newspapers.html, August 2007.
- "The Future of PR," www.connors.com/blog/2007/08/future-of-pr.html, August 2007.
- "The Irony of Advertising," www.connors.com/blog/2007/05/irony-of-advertising.html, May 2007.
- "Search Is Just Another Medium," www.connors.com/blog/2007/03/search-is-just-another-medium.html, March 2007.
- "The Importance of Wikipedia," www.connors.com/blog/2007/03/importance-of-wikipedia.html, March 2007.
- "Art Museum Expands with 21st Century Displays," www.scala.com/studies/museum.html, March 2004.
- "Nasa Takes Hubble Nationwide Thanks to Scala," www.scala.com/studies/exhibits.html, September 2003.
- "Norway Puts Stock in InfoChannel Reliability," www.scala.com/studies/stock.html, June 2003.
- "News Company Relies on InfoChannel to Communicate," www.scala.com/studies/news.html, February 2003.
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Social Networking

- Presenter, "The Future of Urban Advertising" New York Future Salon
- Presenter, "HitTail Premium" Search Engine Marketing Professional Organisation (www.sempo.org)
- Presenter, "HitTail Premium" New York Web Analytics Meetup
- Presenter, "HitTail Basic" Web2NewYork
- Administrator Upwardly Global Facebook Cause
- Administrator Upwardly Global LinkedIn Profile
- Organiser New York City World Travellers Meetup (travel.meetup.com/28)