

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 optimization (SEO) and web analytics
- Increased online sales by 17% for Extended Stay Hotels (680 properties throughout North America)
- Directly responsible for generating over \$1 Million in booked rental car revenue for Avis Budget Group
- Board member at Upwardly Global; advising non-profit on social media, intranet development, and budgetary decisions
- Past clients include market leaders in software (Microsoft), CPG (Procter & Gamble), and education (ETS)
- Managed, designed, 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 optimization for Fortune 500 clients. Developed and presented the international SEO strategy for Avis Budget Group with an emphasis on Australia and Latin America. Directly responsible for over \$1 Million in booked revenue for two of the world's top car rental brands. Delivered reports for HBO. Uncovered new markets and audited the SEO performance of a major financial securities institution. Standardized keyword segmentation and persona templates.

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

Chief Catalyst

March 2006 - Present

Integral to the success of the world's first consumer SEO analytics tool with coverage in BusinessWeek, TechCrunch, and others.

- *Product Management:* Contributes to patent application process and is the product management team's lead user advocate. Provided insights to protect privacy and help enable the collection and reporting of real-time data for over 35,000 websites on one web server. Managed product translation into French, German, Dutch, and Italian.
- *Online Marketing:* Redesigned site, converting 15% of visitors to register and raising the total enrollment to 45,000.
- *Public Relations:* Presented to Future Salon, SEMPO (Search Engine Marketing Professional Organization), and the NYC Web Analytics Meetup. Edits press releases. Assisted launch at TechCrunch 8 summit. Co-founded SEO meetup.

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

Senior Project Manager

March 2004 - December 2008

Began as account executive and first employee dedicated to SEO; ended by leading all client strategy for the agency.

- *Online Marketing:* Advised client SEO campaigns in English, French, German, Spanish, and Japanese.
- *Product Management:* Directed progress of automated marketing reports, competitive analysis tools, and enterprise CMS.
- *Public Relations:* Blogged for agency. Published in DM News. Edited press releases. Aided positioning and messaging.
- *Business Development:* Wrote proposals, gave in-person demos, managed WebEx meetings, and pitched new clients.
- *Management:* Directed SEO strategy for all clients. 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; achieved first page for single word "robotics"
- *Extended Stay Hotels:* Increased online sales by 17% via SEO; led account from prior to merger of Homestead Hotels and Extended Stay America through \$3 Billion acquisition by Blackstone and beyond client's \$8 Billion sale to Lightstone
- *Hachette Filipacchi Media:* Aided strategy that doubled search traffic for Elle and Popular Photography magazines
- *Microsoft:* Consulted on B2B SEO and blogging strategies for MicrosoftStartupZone.com
- *PixelPlay:* Managed website design process for the merger of Israel-based Pixel Technologies and US-based PlayTV
- *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
- *U.S. News:* Advised the launch of ReviewsAndRankings.com, 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 best-selling 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 the company's sole employee dedicated to marketing.

- *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 and Yahoo! Overture PPC 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 mail 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. Elected to represent the sales and marketing department as part of the product management team.

Sales & Marketing Representative

March 2002 - March 2003

Grew Northeast Americas & Asia reseller channel by 40%. Supported tradeshows and helped organize user conference. Sample clients included Click Grafix (Malaysia & Singapore), Industrial Video, Satellite Tracking Systems, and Téléciné Multimedia (Canada). End user case studies included Bloomberg, Estée Lauder, NASA, and the 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 chipboard units.

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

Major in Journalism with Minor in Philosophy

August 1995 - May 2000

Activities during this time included a mentorship with Martin Nisenholtz at the New York Times; web design internships at Niche Net of San Francisco, Scala Broadcast Multimedia, and IAM; and positions as editor and instructor at Penn State University, webmaster and co-editor at PSUforum.org, as well as webmaster and ESL tutor at Mid-State Literacy Council.

Technical Skills

Content Management: Confluence, Connors CMS, Mambo, OpenWiki, pMachine
Microsoft Office: Access, Excel, Outlook, PowerPoint, Project, Visio, Word
Multimedia: Adobe Photoshop, Adobe Illustrator, Adobe Flash, Scala InfoChannel
Online Marketing: Google AdWords & Analytics, HitTail, Omniture, WebTrends
Publishing: Adobe Acrobat, Adobe InDesign, Adobe PageMaker, QuarkXPress
Web Development: HTML, ASP, XHTML, XML, XSLT, IIS, SQL, RegEx, CSS, JS, PHP
Languages: Native English, Intermediate French, Introductory German & Japanese

Board Membership

Upwardly Global

(www.upwardlyglobal.org)

Recently named to the board of directors of this national non-profit that provides job placement assistance to legal immigrants and refugees by partnering with diverse employers.

- *Online Marketing:* Redesigning site. Advising on intranet development, platform and purchasing decisions. Started LinkedIn, Facebook groups.
- *Public Relations:* Coordinated event that led to the organization's first New York Times article. Created materials for the founder's speech in Copenhagen and the charity's first fundraiser at Ellis Island that attracted 500 attendees and grossed \$120,000.
- *Business Development:* Founded the Golden Break pool tournament, now in its second year. Secured venue for free in 2009 and 2010.

Selected Publications & Appearances

(2010) New York Times: Bar Serves as Classroom for Immigrants (Quoted)
www.nytimes.com/2010/03/01/nyregion/01networking.html

(2008) Future Salon: The Future of Advertising Presentation
www.meetup.com/futuresalon/calendar/8376029/

(2008) Search Engine Marketing Professional Organization Presentation
www.meetup.com/SEMPONNewYork/calendar/8348724/

(2007) Direct Marketing News: Tap the News for Large SEM Returns
www.dmnews.com/Tap-the-news-for-large-SEM-returns/article/99898/

(2007) Connors Communications Blog: The Future of PR
www.connors.com/blog/2007/08/future-of-pr.html

(2003) Scala Case Study: NASA Takes Hubble Nationwide Thanks to Scala
www.scala.com/pdfs/Museum-NASA.pdf