

Adam Monier Edwards

3126 28th Avenue, #1P • Astoria, NY 11102 • 646 351 4356 • adam@adamedwards.org • www.adamedwards.us

Career Highlights

- 14 years of agency and in-house expertise in online marketing for clients from startups to Fortune 100 enterprises
- Built and rebuilt optimization practices at three different agencies from nascent loss leaders into profitable ventures
- Product management experience in search engine optimization (SEO), web analytics, content management, and multimedia
- Doubled organic search traffic in less than one year for clients in industries ranging from publishing to healthcare to software
- Increased online sales by 17% for Extended Stay Hotels and generated over \$1 Million in revenue for Avis Budget Group
- Achieved annual conversion rate optimization (CRO) goals for Allstate in four months, even before multivariate testing
- Accepted 2011 SAMMY Award for Best Socialized Mid-Size Business for IntegraMed search growth and reputation monitoring
- Grew sales channel in Northeast Americas & Asia by 40% and halved production costs for Scala Broadcast Multimedia
- Lectured at Columbia, NYU, and Penn State University on web analytics, integrated online marketing, and web design

Reprise Media (www.reprisemedia.com) ————— New York, NY

Vice President, SEO

June 2012 – Present

Rebuilt US SEO department from the ground up in terms of clients, staff, services, vendors, and tools. Practice lead for organic search across all of IPG Mediabrands including UM, Initiative, BPN, and ID Media. Managing a diverse team including SEO analysts, developers, designers, copywriters, and a statistician with over 90% retention. Leading global RFPs and worldwide company summits.

Converseon (www.converseon.com) ————— New York, NY

Director of Search Engine Optimization

June 2010 – May 2012

Created industry-leading strategies to tackle unique problems posed by global brands in online visibility, reputation, and conversion.

- *Business Development*: Transformed a loss leader into a profitable venture accounting for 10% of annual revenues in one year.
- *Product Management*: Developed service offerings to manage client internal site search (ISS) and multivariate testing (MVT).

Notable Client Results

- *Allstate*: Achieved annual conversion rate optimization (CRO) goals in four months through new calls to action
- *IntegraMed*: Doubled traffic and leads due to organic search in one year and managed multivariate testing campaign
- *IBM*: Scoped and managed custom research and faceting application to govern enterprise content strategy

Artix Entertainment (www.artix.com) ————— Land O' Lakes, FL

Online Marketing Consultant

April 2010 – June 2010

Contracted to advise a leading online game developer and publisher with over 100 million users on key aspects of its online business, primarily focused around designing the specifications of a new custom-built content management system (CMS).

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

SEO Strategist

January 2009 – March 2010

Developed and presented the international SEO strategy for Avis Budget Group. Advised multivariate test plans to improve conversion process. Responsible for over \$1 Million in booked revenue for two of the world's top car rental brands. Uncovered new markets for a major financial securities institution through web analytics. Standardized segmentation and persona templates.

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

Board Member

January 2010 – December 2013 (currently on sabbatical)

Junior Board Member

January 2008 – December 2009

Long-time advisor to non-profit offering job search assistance to legal immigrants in New York, Chicago, Detroit, and San Francisco.

- *Marketing*: Took over marketing mid-project to deliver its first website redesign on time. Overhauled email marketing campaign, resulting in highest ever open rate. Advised on user experience, CMS, CRM, Facebook, LinkedIn, and budgetary decisions.
- *Public Relations*: Devised and managed event profiled in the New York Times. Gave speeches on job search tips and global migration.

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

Chief Catalyst

March 2006 - June 2010

Integral member of the team that built the first consumer SEO analytics tool with coverage in BusinessWeek, TechCrunch, and CNET.

- *Marketing*: Redesigned website, converting 15% of visitors to register and achieving a total enrollment of 40,000 users.
- *Product Management*: Contributed to patent application process. Advised on features for blogging and PPC integration.
- *Public Relations*: Presented to various entities including Columbia and SEMPO (Search Engine Marketing Professional Organization).

Connors Communications (www.connors.com)

New York, NY

Senior Project Manager
Project Manager
Account Executive

January 2007 – December 2008
July 2005 – December 2006
March 2004 – June 2005

Began as PR firm's first solely digital employee; ended by leading all client strategies and client tool development for the agency.

- **Product Management:** Directed the development of automated marketing dashboard reports, competitive analysis tools, and a custom CMS in addition to taking over the management of a tracking platform that was real-time far before Google Analytics.
- **Marketing:** Managed multilingual campaigns in English, French, German, Spanish, and Japanese. Trained new hires on custom platform. Authored 100-page marketing wiki. Managed account manager, designer, developers, and writers.
- **Business Development:** Wrote proposals, pitched prospects, and led demos to help win business from new clients.
- **Public Relations:** Blogged for agency. Published in DM News. Edited press releases. Aided positioning and messaging.

Notable Client Results

- **Educational Testing Service (ETS):** Delivered numerous top positions via SEO for the 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% through content and link strategy; led account from prior to Homestead Hotels and Extended Stay America merger through \$3 Billion acquisition by Blackstone and client's \$8 Billion sale to Lightstone
- **Hachette Filipacchi Media:** Delivered strategies that helped to double organic traffic to Elle and Popular Photography websites
- **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
- **RingCentral:** Oversaw the creation of corporate and social media blogs as well as a new small business portal
- **Vonage:** Conducted 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
Sales & Marketing Representative
Webmaster & Production Manager

March 2003 – March 2004
March 2002 – March 2003
February 2001 – March 2002

Continually thrust into the most pressing needs of a small software company during a critical time in its international expansion.

- **Product Management:** Elected to represent the sales department in the product management team, advising the development of what eventually became the world's leading software for digital signage, dynamic billboards, and kiosk networks. Assisted creation of custom in-house agile web development framework. Performed company's first competitive analysis.
- **Marketing:** Redesigned website to double organic search traffic. Assisted Google AdWords and Yahoo! Overture PPC campaigns. Launched marketing tools on intranet and extranet with Director of eBusiness to help 100+ companies worldwide. Designed and wrote copy for ads and brochures. Wrote case studies. Conducted direct mail promotions.
- **Business Development:** Grew Northeast Americas & Asia reseller channel by 40%. Launched bilingual website for NEC partnership in English and Japanese as well as the company's first office in Asia. 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, Peabody Essex Museum, and NASA.
- **Production:** 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; as well as positions as eLearning editor and web design instructor at PSU.

Technical Skills

Analytics: Google Analytics; Omniture SiteCatalyst; WebTrends
Content Management: Drupal; TeamSite; Tumblr; Wordpress
Marketing: Compete; comScore; Google AdWords; HitTail
Microsoft Office: Access, Excel, PowerPoint, Project, Visio, Word
Multimedia: Adobe Photoshop, Illustrator, Flash; Scala InfoChannel
Search: Adobe Search&Promote, SiteSearch; Google CSE
SEO: BrightEdge; Majestic SEO; Moz; Searchmetrics; seoClarity
Web Development: HTML, ASP, PHP, XML, XSLT, IIS, SQL, RegEx
Languages: Native English, Intermediate French

Selected Speeches & Publications

Presenter: Columbia, Future Salon, NYU, SEMPO, SheCon, WES
Organizer: NYC World Travelers Group, Silk Road of Queens
(2014) New York Daily News: Queens Silk Road (Quoted)
<http://nydn.us/1vnPCUE>
(2010) New York Times: Classroom for Immigrants (Quoted)
<http://nyti.ms/pCiDkV>
(2007) Direct Marketing News: Tap the News for SEM
<http://bit.ly/9Oc83l>