

# Adam Monier Edwards

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## Career Highlights

- Over 10 years of marketing expertise from agency and in-house perspectives with interests in travel, technology, and media
- Product management experience in search engine optimization (SEO), web analytics, content management, and multimedia
- Expanded SEO roster at current agency from two clients to eight in less than one year, with three in the Fortune 100
- Increased online sales by 17% for Extended Stay Hotels, franchiser of nearly 700 properties throughout North America
- Responsible for generating over \$1 Million in booked rental car revenue for Avis Budget Group
- Board member at Upwardly Global, advising national non-profit organization on marketing and technology initiatives
- Grew sales channel in Northeast Americas & Asia by 40% and halved production costs for Scala Broadcast Multimedia
- Given talks on the long tail to SEMPO, analytics at Columbia University, blogs at SheCon, advertising at Future Salon, and jobs at WES
- Selected to the first ever mentorship with Martin Nisenholtz, senior vice president of digital operations at the New York Times

### Converseon ([www.converseon.com](http://www.converseon.com)) ————— New York, NY

*Director of Search Engine Optimization*

*June 2010 – Present*

Creating industry-leading strategies to tackle unique problems posed by global brands in online visibility, enterprise reputation, and conversion. Expanding company offering into internal site search, local search, and multivariate testing (MVT) consulting for the first time. Transformed a loss leader department of a single contractor into a profitable venture with three full-time employees and another contractor in less than a year to support an extensive roster of clients including three in the Fortune 100. Developed a proven audit and implementation approach that has led the agency with a 100% client retention and upsell rate. Presented methodology to Forrester analyst Shar VanBoskirk. Voted by peers to receive an honorable mention for the agency's 2010 innovation award. Authored blog post with the single most page views to date for the business.

### Artix Entertainment ([www.artixentertainment.com](http://www.artixentertainment.com)) ————— Land O' Lakes, FL

*Online Marketing Consultant*

*April 2010 – June 2010*

Advised a leading online game developer and publisher with over 100 million users on key aspects of its online business including an organic search campaign, link strategy, and its own custom content management system (CMS).

### Roundarch ([www.roundarch.com](http://www.roundarch.com)) ————— New York, NY

*SEO Strategist*

*January 2009 – March 2010*

Consulted on search engine optimization for Fortune 500 clients. 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 and web research. Standardized keyword segmentation and persona templates.

### Upwardly Global ([www.upwardlyglobal.org](http://www.upwardlyglobal.org)) ————— New York, NY

*Board Member*

*January 2010 – Present*

*Junior Board Member*

*January 2008 – December 2009*

Youngest board member at non-profit offering job search assistance to legal immigrants in New York, Chicago, and San Francisco.

- *Marketing:* Took over the marketing committee mid-project to deliver its first public website redesign on time. Overhauled email marketing campaign to deliver highest ever open rate with recent newsletter. Advised tech team on user experience, CMS platform, database backend, and budgetary decisions. Leading social media causes on Facebook, LinkedIn, etc.
- *Business Development:* Founded the annual Golden Break charity pool tournament, now in its third year. Negotiated corporate sponsorships and free event space at three different venues for fundraising and networking purposes.
- *Public Relations:* Devised and coordinated event profiled in the New York Times. Developed publicity materials for the charity's first fundraiser at Ellis Island, attracting 500 attendees and grossing US \$120,000. Gave a speech with World Education Services.

### HitTail ([www.hittail.com](http://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 50,000 users.
- *Product Management:* Contributed to patent application process as the product management team's lead user advocate. Provided insights to protect privacy and help enable the reporting of real-time data. Advised on new features for blogging and PPC plug-ins to interface with Blogger, TypePad, and Google AdWords. Championed product translation.
- *Public Relations:* Presented to the Future Salon, SEMPO (Search Engine Marketing Professional Organization), NYC Web Analytics, and a class at Columbia University. Edited press releases. Assisted launch at TechCrunch 8. Cofounded SEO meetup.

## Connors Communications ([www.connors.com](http://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 strategies for the agency.

- **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, developer, designer, and writer.
- **Product Management:** Supervised development of automated marketing reports, competitive analysis tools, and a CMS.
- **Public Relations:** Blogged for agency. Published in DM News. Edited press releases. Aided positioning and messaging.
- **Business Development:** Wrote proposals, pitched prospects, and led demos to help win business from new clients.

### Notable Clients

- **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%; 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:** 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
- **Procter & Gamble:** Subcontracted to monitor blogs and news stories for Crest toothpaste
- **RingCentral:** Oversaw the creation of corporate and social media blogs as well as a new small business portal
- **U.S. News:** Advised the website launch of Reviews and Rankings, making it an instant player in the automotive space
- **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](http://www.scala.com))

Philadelphia, PA

Marketing Coordinator

March 2003 – March 2004

Sales & Marketing Representative

March 2002 – March 2003

Webmaster & Production Manager

February 2001 – March 2002

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

- **Online Marketing:** Redesigned Scala.com, then a Google PageRank 7/10 website, to immediately double organic search traffic and sustain a 67% increase in visitors even six months after launch. Assisted Google AdWords and Yahoo! Overture PPC campaigns. 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.
- **International Marketing:** Launched bilingual website for NEC partnership in English and Japanese as well as the company's first office in Asia. Designed and wrote copy for ads and brochures. Wrote case studies. Conducted direct mail promotions.
- **Sales:** Grew Northeast Americas & Asia reseller channel by 40%. Supported tradeshow 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.
- **Product Management:** Performed first competitive analysis in corporate history and developed an online application to allow management to view the results of the study. Elected to represent the sales department in the product management team.
- **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](http://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:** Adobe SiteCatalyst; Google Analytics; WebTrends  
**Content Management:** Drupal; TeamSite; Tumblr; Wordpress  
**Marketing:** comScore; Google AdWords; HitTail; Majestic SEO  
**Microsoft Office:** Access, Excel, PowerPoint, Project, Visio, Word  
**Multimedia:** Adobe Photoshop, Illustrator, Flash; Scala InfoChannel  
**Publishing:** Adobe Acrobat, InDesign, PageMaker; QuarkXPress  
**Search:** Adobe Search&Promote, SiteSearch; Google CSE  
**Web Development:** HTML, ASP, PHP, XML, XSLT, IIS, SQL, JS, RegEx  
**Languages:** Native English, Intermediate French, Beginner Japanese

### Selected Speeches & Publications

**Past Presenter:** Columbia, Future Salon, SEMPO, SheCon, WES  
**Organizer:** NYC World Travelers Group, SEO Super Powers  
(2010) NY Times: Classroom for Immigrants (Quoted)  
[www.nytimes.com/2010/03/01/nyregion/01networking.html](http://www.nytimes.com/2010/03/01/nyregion/01networking.html)  
(2007) Direct Marketing News: Tap the News for SEM  
[www.bit.ly/9Oc83l](http://www.bit.ly/9Oc83l)  
(2003) Scala Case Study: NASA Takes Hubble Nationwide  
[www.scala.com/pdfs/Museum-NASA.pdf](http://www.scala.com/pdfs/Museum-NASA.pdf)