

WARREN PATTISON

10521 East Forge Avenue | Mesa, AZ 852008

480-544-4072

wpattison3@gmail.com

<http://www.WarrenPattison.com>

SEARCH ENGINE MARKETING DIRECTOR & INTERNET STRATEGIST

Seasoned, creative, strategic and passionate Internet search marketing leader with more than five years of experience increasing visibility, profitability and performance for diverse organizations ranging from SMBs in the retail ecommerce sector, travel, entertainment, automotive, education and to large multinational organizations - one of the premier financial services firms in the world.

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|--------------------------|--------------------------------|---------------------|
| Search Engine Marketing | Search Engine Optimization | Website Development |
| Paid Search | Social Media Marketing | Paid Inclusion |
| Web Analytics | Multivariate Testing | Affiliate Marketing |
| Banner Display Marketing | Rich Media and Video Marketing | eMail Marketing |

- Expertise in directing large scope, multi-million dollar budget campaigns from conception to execution
- Vast expertise in online marketing extending across many industries
- A distinguished online marketing career with varied responsibilities
- Strategic, analytical achiever and visionary
- Experience succeeding in both small and large teams
- Extraordinary experience in fast-pace, highly competitive, and extremely stressful environments
- Solid technical skills, and strong verbal and written communication skills

PROFESSIONAL EXPERIENCE

JP MORGAN CHASE, Phoenix, AZ ♦ 2006 – Present

AVP. Search Engine Marketing & Affiliate Marketing Manager

Primary leadership force of Internet, search and affiliate marketing programs encompassing research, and promotional efforts. Coordinated one associate as well as vendors charged with development and implementation of online marketing with an annual multi-million dollar budget.

- Directed Search Engine Marketing and traffic/site analysis
- Lead and developed Internet marketing activities for: Google AdWords, Microsoft Adcenter, Yahoo Search Marketing, Yahoo Search Submit Pro, Ask, Bankrate, Informa, Banner Display, and Affiliate Marketing
 - Managed Multi-million dollar budget
 - Increased Conversion rates by 38%
 - Improved booked account volume by 13.3%
 - Enhanced booked account dollars by 27%
- Liaised with all lines of business stake holders, including executive management, serving as subject matter expert for Search Marketing and Multivariate testing
- Maximized landing page optimization through use of multivariate testing and audience segmentation
- Managed various web vendors and directed search engine support teams.
- Directed Affiliate Marketing campaign strategy and managed affiliate team staff
- Negotiated various support vendors' level of service and pricing terms

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ELIXIR SYSTEMS, Scottsdale, AZ ♦ 2005 – 2006

Premier boutique search engine marketing and online public relations agency providing services to a diverse client base. Organization encompassed a small team of ten, highly regarded expert level consultants.

Director of Search Engine Marketing and Search Engine Optimization

- Directed internet search marketing strategies that included Feed Optimization, Social Media, and use of pay-per-click advertising (Google AdWords, Yahoo Search Marketing, MSN Adcenter, and Ask) for 25 companies spanning from Business to Business, Travel, Retail eCommerce, Lead Generation, Entertainment, Education
- Implemented client onsite search engine optimization that included website development, and strategy
- Oversaw offsite search engine optimization including, article distribution, press release syndication, and relevant social media marketing applications including blogs, MySpace, Flickr, Wikipedia, and YouTube
- Managed client web analytics for measuring incremental impact in unique visitors, sessions/ visits, page views, search engine positions, and funnel analysis

OUTSIDE OF THE BOX CONSULTING, Mesa, AZ ♦ 2002 – 2005

Small firm consulting SMBs throughout the United States for matters relating to online lead generation, email marketing, Internet strategies and search engine optimization.

Internet Marketing Manager

- Created and maintained multiple lead generation websites employing search engine optimization (SEO) best practices
- Spearheaded Internet marketing plans that included use of pay-per-click advertising, search engine optimization and email campaigns
- Monitored web analytics for identifying opportunities to increase website efficiencies

EDUCATION AND CERTIFICATIONS

- Bachelor of Science, Information Technology, University of Phoenix - GPA: 3.22/4.0
- Management Information Systems, University of Arizona - GPA: 3.5/4.0
- Qualified Google Advertising Professional, certification through Google
- Yahoo Search Ambassador, certification through Yahoo

TECHNICAL SKILLS

- Web Analytics (WebTrends, Omniture, Urchin 5, Web Position Gold, Google Analytics)
- Multivariate Testing (Offermatica, Memetrics, Optimost)
- Search Bid Management (Atlas, Dart, WebTrends, Omniture)
- Website Usability
- SQL, Visual Basic 6.0, C, C++, CSS, HTML, Java Script, PHP, ASP, XML, .NET
- Dreamweaver, Fireworks