

# WARREN PATTISON

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<http://www.WarrenPattison.com/resume>

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Google #1: "Online Marketing Director Resume"

## ONLINE MARKETING PROFESSIONAL & SEARCH EXPERT

Seasoned, creative, strategic and passionate Internet search marketing leader with more than eight years of experience increasing visibility, profitability, and performance for diverse organizations in both size and sector, including one of the largest financial services firms in the world.

Search Engine Marketing	Search Engine Optimization	Website Development
Paid Search	Social Media Marketing	Ad-serving
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, verbal and written communication skills

## PROFESSIONAL EXPERIENCE

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### JP MORGAN CHASE, Wilmington, DE ♦ 2008 – Present

#### VP. Marketing Manager, Online Strategy and Innovation

Credit Card's Lead for Search, Ad-Serving, Analytics and Personalization. Managed multiple vendors to achieve business goals. Responsible for multi-million dollar P&L for paid-search, organic search (SEO), personalization and onsite search.

- Commissioned by executive leadership to lead vendor RFP efforts for Paid Search, SEO, Ad-Serving and Analytics
- Led tagging strategy, process development and deployment project for ad-serving capability across Card assets
- Project lead on multiple MVT experiments for landing pages and chase.com user flows
- Strategy lead of multiple social media initiatives for the Starbucks Visa product
- Drove incremental growth of \$40 million per year generated solely by SEO
- Led chase.com redesign efforts and served as primary user experience liaison
- Generated the most monthly paid search accounts in card history, during the worst economic cycle
- Project sponsor/ lead for paid-search landing page redesign
- Created real-time back-end feed process for vendor analytic support
- Project lead for onsite search optimization user experience for chase.com prospects and customers
- Primary SME and project sponsor for chase.com personalization and testing capability utilizing x+1
- Strategic lead supporting Chase Business Card, Amazon, Sony, Quicken, Zappos, Starbucks and Buy.com credit card partnerships

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**JP MORGAN CHASE, Phoenix, AZ ♦ 2006 – 2008**

**AVP. Search Engine Marketing & Affiliate Marketing Manager**

Home Lending's Lead for Internet, search and affiliate marketing programs encompassing research, and promotional efforts. Managed one associate as well as multiple vendors charged with development and implementation of online marketing with an annual multi-million dollar budget.

- Directed Search Engine Marketing and traffic/site analysis
- Established forecasts and performed in-depth quantitative analyses of search marketing results
- Led 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

**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
  - Coordinated with clients to establish forecasts, baselines and success metrics.
  - Performed in-depth quantitative analyses of client search marketing results and reported analysis to clients

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## **EDUCATION AND CERTIFICATIONS**

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- 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

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## **TECHNICAL SKILLS**

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- Web Analytics (WebTrends, Omniture, Urchin 5, Web Position Gold, Google Analytics)
- Ad Serving – (Double Click, x+1, Atlas)
- Multivariate Testing (Offermatica, Memetrics, Optimost)
- Web Analytics (WebTrends, Omniture, Urchin 5, Web Position Gold, Google Analytics)
- Website Usability/ User Experience
- Tagging Strategy and Implementation Leadership
- Search Engine Optimization
- Search Bid Management (Atlas, Dart, WebTrends, Omniture)
- SQL, Visual Basic 6.0, C, C++, CSS, HTML, Java Script, PHP, ASP, XML, .NET
- Dreamweaver, Fireworks