

Kurtis P. Alward

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Objective: Seeking a digital marketing management role focused in Search Engine Marketing

Experience

2014 - Present **One on One Marketing** Lehi, UT

Sr. Paid Search Manager

- Manage all Paid Search initiatives, upwards of ~\$300k/mo in PPC media spend
- Hired to build a Paid Search team & reduce costs of current accounts by \$250k in Q4
- Increased margin by 283% during the first 3 months (compared to the previous 6 months)
- Lead channel forecasting & PPC-related business development

2012 - 2014 **CLEARLINK** Salt Lake City, UT

Online Marketing Manager

- Managed 7 Search Engine Optimization & Paid Search Strategists across 11 websites
- Conceptualized & implemented automated PPC mgmt. tool (~\$765k/yr Gross Profit savings)
- Created a custom PPC Excel report that saved ~960 man-hours/yr
- 2013 Employee of the Year

Paid Search Strategist

- Managed upwards of \$1.1 million dollars in monthly PPC media spend
- Generated +\$120k/mo of incremental Gross Profit through new 3rd-tier ad networks
- Trained new employees to manage key PPC accounts & internal reports

2009 - Present **FREELANCE - SEM CONSULTING** Boulder, CO & Jackson, WY

Consultant & Client Manager

- Manage Search Engine Marketing initiatives for up to 14 clients
- Increased a client's total revenue 184.4% after acquisition from previous marketing agency
- Configure & audit web analytics accounts (Google Analytics & Omniture), create custom SEO best practice strategy documents, provide CMS optimization & manage paid-search initiatives
- Build links through content creation strategies, outreach & third-party tools/services

2008 - 2009 **ANVIL MEDIA, INC.** Portland, OR

Account Executive

- Worked on 24 client accounts & collaborated with 8-12 coworkers on various projects
- Responsible for PPC, SEO, Social Media, Web Analytics & Online Reputation Mgmt. strategy
- Managed ~\$250k/mo in PPC media spend across multiple high-value accounts
- Trained & managed Account Coordinators across all job responsibilities

2007 - 2008 **INNOVATION ADS** New York, NY

Search Analyst

- Managed all PPC accounts, edited internal web properties (HTML, CSS & basic PHP), implemented SEO best practices & managed the affiliate program
- Used advanced Excel formulas, Pivot Tables & Macros (VBA) to create reporting efficiencies

Education

2003 - 2007 **CHAMPLAIN COLLEGE** Burlington, VT

Bachelors of Science Degree | Marketing Management | 3.1 GPA

- **Awards:** Excellence: Communication & Presentation; Excellence: Problem Based Learning
- **Coursework:** Brand & Account Management, Project Mgmt. & Team Leadership, Social Responsibility in Media, Web-Based Marketing & Advertising, Nonprofit & Social Marketing

Personal

- Snowboarding, DH/XC mtn biking, soccer, hiking, camping, cooking, photography
- Raised \$13,000 for cancer research during my 4,300 mile cross-country bicycle trip