

Kurtis Alward

Salt Lake City, Utah (USA) | Champlain College '03-07 BA: Marketing Mgmt. | kurtis.alward@gmail.com | (551) 587-8472

Present (17yrs) | SEM CONSULTANT Salt Lake City, UT

- 17yrs+ SEM experience (*PPC, Display, YouTube, SEO, Paid Social, marketing strategy, etc.*)
- Analytical, goal-driven SEM expert specializing in high-level business strategy through in-platform execution, working cross-functionally to deliver key business results
- History of generating growth vs. previous managers (ex: improved rev 184%/profit 550% over 3yrs)

2021-23 (2yrs) | HOME SOLUTIONS / THREE SHIPS Remote (SLC, UT)

Paid Media Director

- Led startup P&L, achieving profitability within 1yr and growing to \$13mm rev/\$2.1mm profit TTM
- Built and managed 7 websites, leading 3 analysts to manage CRO testing and lead pricing (CPL/CPA)
- Launched child lead/cross-selling UX and shared lead capabilities to maximize revenue/lead
- Developed bid testing and operational processes to drive maximum ROI and team efficiency

2021-21 (9mo) | TRUECAR Remote (SLC, UT)

Senior SEM Manager

- Owned a \$48mil/yr P&L across 6 paid search accounts, including YouTube and Display
- Achieved ~\$1.2mil/yr in cost savings (-39%) within 3 months through supply optimization
- Implemented a lead scoring model and MTA solution, managed quarterly forecasting and budgeting, and modeled outcomes based on inventory scarcity and buyer/demand volatility

2015-21 (6.1yrs) | CLEARLINK Salt Lake City, UT

Sr. Paid Search Lead / Director

- Managed \$5mm in spend, increasing YoY profit +59%, +65%, +78% over the first 3 years
- Leveraged 4 paid web properties across 5 paid accounts (Search and Display)
- Created profitability models to secure \$287k in partner funding for tests & volume growth

Marketing Director

- Managed a team of 4 and co-managed 5 shared/cross-functional employees for 2 new P&Ls
- Led new site acquisition and migration/redirection, growing sessions from 100 to 815k

2014-15 (7mo) | ONE ON ONE MARKETING Lehi, UT

Sr. Paid Search Manager

- Managed ~\$300k/mo spend, increasing profit +283% during the first 3 months
- Revived struggling Display channel back to profitability, exceeding YoY leads & revenue

2012-14 (2.5yrs) | CLEARLINK Salt Lake City, UT

Online Marketing Manager

- Managed a team of 3 direct reports and 4 co-managed employees across 11 web properties
- Created automated, real-time PPC & workforce mgmt. tool which saved \$750k+/yr in employee cost
- 2013 Employee Impact Award

Paid Search Strategist

- Managed \$1.1mm paid spend, driving \$120k+/mo incremental profit via 3rd-tier ad networks
- Trained new employees to manage critical PPC accounts and implement operational efficiencies

2008-09 (1.5yrs) | ANVIL MEDIA, INC. Portland, OR

Account Executive

- Client-facing manager of 24 accounts and ~\$250k/mo in media spend
- Managed all SEM tactics (PPC, SEO, Display, social media, analytics analysis)

2007-08 (8mo) | INNOVATION ADS New York City, NY

Search Analyst

- SEM analyst for online education verticals, managing PPC, SEO, and affiliate responsibilities