

Keith Jacob Baumwald

PROFESSIONAL PROFILE

Interactive marketing manager with experience developing and leading integrated multi-channel marketing programs for large corporate clients. Deep knowledge of CPC / PPC / SEM campaign analysis and management, SEO, ROI analysis, email marketing, affiliate marketing, social media, direct mail, website development, PR, relationship management and product development.

- Interactive Marketing / Online Marketing / Traffic Management
- Search Engine Optimization (SEO) / Search Engine Marketing (SEM) / Social Media Marketing (SMM)
- Email Marketing / Web Design / Landing Page Design / UX/UI Design / iPhone Design
- Account Management / Project Management / Budget Management

EXPERIENCE

GroundLink.com, New York City, NY

Director of Marketing @ eCommerce

2010 - present

- Directly responsible for all multi-channel marketing (budget of ~\$1million) including SEO, SEM, SMM, print, email marketing, branding and PR campaigns (exposure included NYTimes, TechCrunch, WSJ, PBS, etc.)
- Manage relationships with Royal Caribbean, NCL, JetBlue, Continental, Omni Hotels, etc. to implement integrated, co-branded marketing campaigns
- Develop and execute web and mobile-based products while working with developers, fleet, dispatch, customer service and accounting departments to ensure all departments' needs are met
- Oversee a team of 10 people including both marketing managers and front-end web developers and designers as leader of all marketing and product initiatives
- Project manager for branded and white-labeled iPhone applications

Shoplet.com, New York City, NY

Interactive Marketer

2009 - 2010

- Led team of 4 as head of the Creative Team while overseeing all aspects of the company's marketing activities, reporting directly to the CEO
- Managed the company's branding, SEO, SEM, SMM, email marketing, affiliate marketing, PR, and direct mail campaigns
- Worked directly with Google's account team to increase traffic through AdWords and improved ROAS by 50% within a six month period, increasing revenue to over \$3 million a year from SEM
- Consulted among senior executives, as well as IT, sales and design teams, to ensure a successful release of the website's re-design

StructuredWeb, Inc., New York City, NY and Secaucus, NJ

Marketing Manager, Interactive Services

2008 - 2009

- Created, designed and produced integrated branded marketing programs for clients including websites, email campaigns, SEM advertising, direct mail, landing pages and pre-sales marketing materials
- Led account team, planned and implemented branded marketing solutions for large corporate accounts including Konica Minolta, Kyocera and Cisco Systems
- Directed website development projects by leading team of 6 designers and developers

TripCart.com, Jerusalem, Israel

Creative Director and Product Manager

2006 - 2008

- Executed overall look and feel of the site and created content standards for SEO to drive traffic
- Managed content for entire site (over 500,000 words) and implemented a strategic SEO plan for a comprehensive overhaul of the TripCart website

U.S. Peace Corps, Yangaobod, Uzbekistan

TEFL Teacher

1999 - 2001

EDUCATION

Hebrew University of Jerusalem, 2004-06
 MA, Middle Eastern Political Science

University of Georgia, 1995-99
 BA, English

English Honors Society, Dean's List

SKILLS

Highly proficient with Search Engine Optimization (SEO), Search Engine Marketing (SEM / PPC / CPC / CPA), Social Media Marketing (SMM), Google Analytics / AdSense / AdWords (AdWords Qualified Individual), Email Marketing, Affiliate Marketing, Content Management Systems, MS Office, Photoshop, Dreamweaver, UX/UI, iPhone development and HTML / CSS.

TRAVEL

Uzbekistan, Kyrgyzstan, India, Bangladesh, Thailand, China, Tibet, Cambodia, Laos, Vietnam, Israel, Egypt, Jordan, Morocco, Japan, Australia, New Zealand, Fiji, Russia, Europe