

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 / Product Management
- Search Engine Optimization (SEO) / Search Engine Marketing (SEM) / Social Media
- Email Marketing / Web Design / Conversion Rate Optimization (CRO) / UX/UI Design
- Account Management / Project Management / Budget Management

EXPERIENCE

Traveler Currency Services Inc., New York City, NY

Head of Online & Mobile ANZ, NAM & Japan

2013 - present

- Own combined \$100m+ P&L for retail eCommerce websites in the US, Australia and Japan with \$1m+ marketing spend - reporting directly to Chief Digital Officer
- Execute all multi-channel marketing campaigns (in-house and with outside vendors) for SEO, SEM, mobile, email & social marketing
- Lead re-design of global website and checkout process (~\$500m annual turnover) across Business and IT to maximize user experience (UX), branding, retention and conversion

Director of eCommerce, North America

2011 - 2013

- Tripled EBITDA in 3 years from ~\$500k to over \$1.5m in 2014
- Presented overall global eCommerce strategy directly to Traveler's Board of Directors at annual shareholder's meeting

GroundLink.com, New York City, NY

Director of Marketing & eCommerce

2010 - 2011

- 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
- Oversaw a team of 10 people including both marketing managers and front-end web developers and designers as leader of all marketing and product initiatives

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, Social Media, email marketing, affiliate marketing, PR, and direct mail campaigns

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

TripCart.com, Tel Aviv, 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, Google Analytics / AdSense / AdWords (AdWords Qualified Individual), Email Marketing, Affiliate Marketing, Content Management Systems, MS Office, Photoshop, Dreamweaver, InDesign, UX/UI, App 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, Guatemala, Honduras, Nicaragua, El Salvador, Europe

FIND ME

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