

BRIAN S. ALPERT

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Search Engine Marketing (SEO/PPC/SEM) Analyst/Program Manager Web Analytics Analyst / Strategist Internet Marketing / Social Media Strategist Online Content Development Specialist

Highly experienced Internet Marketer with thirteen years experience in Search Engine Marketing (SEM), web analytics, social media, Internet content development and website management. Seasoned, results-focused team leader and program manager; professionally-experienced writer and editor; deep experience in large and small enterprises in B2B, B2C and agency-side venues. Excellent references from all levels across multiple industries available upon request.

RECENT PROFESSIONAL EXPERIENCE

Smithsonian Institution (2010 – Present)

WEB ANALYTICS AND SEARCH ENGINE OPTIMIZATION (SEO) ANALYST (2010 TO PRESENT)

- Devised and launched a review and assessment of Smithsonian's current practices and capabilities vis a vis web analytics and organic search engine optimization
- Forthcoming recommendations to be presented to Smithsonian staff and management, Fall 2010

Texas Instruments Incorporated (1999 – 2010)

WORLDWIDE SEARCH ENGINE MARKETING MANAGER (2006 – 2010)

- Created and managed TI's first comprehensive, roadmapped SEM program
- Led team and developed requirements driving organic search engine optimization (SEO), paid search (PPC) and TI.com onsite search
- Led self-assembled cross-business "Search Topic" team (2005-2009)
- Negotiated multi-million-dollar contracts with SEM agencies (2007, 2008)
- Ramped-up and provided ongoing management oversight for highly successful PPC campaign (2009)
- Developed and performed SEM training across all TI business groups
- Drove projects to improve onsite search; registered gains in key onsite search metrics
- Highly informed perspective of current capabilities and industry trends honed from ten years of engagement in state-of-the-art web team, and working alongside industry luminaries and thought leaders.
- TI's E2E Community 'search' blogger

RECENT RESULTS

- Increased worldwide YoY SEO share 29% YoY at a time when most competitors lost share (2009)
- Achieved many first-time top organic placements in ultra-competitive environment
- Achieved findability increases from 72% to 515% for numerous sets of “long-tail” terms
- Paid Search YoY results include:
 - 83% reduction in average cost-per-click (CPC)
 - 82% reduction in average cost-per-action (CPA)
 - 62% increase in traffic
- Onsite Search YoY results include: 80% improvement in Engagement Rate
 - 23% improvement in Engagement Minutes
 - 11% improvement in User Satisfaction
 - 10% improvement in Click-Through-Rate

WEB ANALYTICS MANAGEMENT (2006 – 2010)

- Member of TI “Metrics Topic Team” driving web analytics issues
 - Omniture HBX enterprise web analytics toolset “power user”
 - Key contributor to TI.com tagging and Content Group labeling standards
- Designed and implemented TI.com Search Analytics dashboard
- Performed regular, ongoing analysis to improve search performance based on actionable data
 - Optimized website’s keyword search functionality based on trended data
 - Led implementation of “Social Search” technology resulting in measurable improvements
- Led TI’s acquisition and implementation of Hitwise competitive analysis software
 - Designed dashboards and implemented custom tracking for search and social media related analysis

OTHER EXPERIENCE

- Created and managed first TI’s paid search advertising campaign (2002)
- Performed needs analysis and successfully proposed campaign expansion (2007)
- Member, Search Engine Marketing Professionals Organization (SEMPO)
 - Completed SEMPO Insider's Guide to SEM
 - Completed SEMPO Advanced SEO
- Analytics / Statistical Analysis: experienced with Enterprise-class web analytics tools to measure and analyze program impact and adjust
 - Compete.com
 - Google Analytics/Keyword/Insights/Webmaster/SBKT/Trends
 - Hitwise
 - Keyword Discovery

- Omniture HBX
- SEMRush
- SEOBook Suite
- SEOmoz Suite
- Wordtracker

INTERNET MARKETING MANAGER (1999 - 2005)

- Created and managed a wide range of content development and Internet Marketing programs
 - Produced and maintained TI Broadband Solutions website
 - Developed, edited and published award-winning permission-based email newsletter
 - Evaluated and recommended online sponsorships
 - Produced web and traditional advertising campaigns and content (web banners, print, customer case studies, magazine articles)
 - Produced Webcast Seminar

Telogy Networks, Incorporated (1997 - 1999)

SENIOR MANAGER INTERNET MARKETING

- Created and managed award-winning, multi-faceted Internet Marketing program
- Designed dashboards and tracked website, SEO and PPC performance ongoing
- Grew website traffic by 5400% over three-year period
- Achieved top SEO placements for key search terms (Voice over IP, VoIP-related)
- Created and managed permission-based 3K subscriber email newsletter
- Quoted in Internet Marketing textbook and trade publications
- Tradeshow speaker on Search Engine Optimization techniques

Awards

- Public Relations Society of America (PRSA): Bronze Anvil Award of Commendation for the category of "multimedia communications newsletters" - TI 'Broadband Focus' email newsletter (2004)
- Web Marketing Association 'Standard of Excellence' Award: Telogy.com website: (1999)
- Received numerous MCI Internal awards

ADDITIONAL PROFESSIONAL EXPERIENCE

Member, University of Virginia Technology Certificate Advisory Board (1998)

Potomac Interactive Corporation (1996 - 1997)

Internet Project Manager / Business Development Specialist

- Developed leads, wrote proposals and closed sales of internet-related products and services

- Designed websites and led teams of developers performing website and database design
- Managed client relationships ongoing

MCI Telecommunications Corp. (1992 - 1996)

Manager Consumer Mass Markets Information Services

- Managed team of six editors, designers and information delivery specialists
- Team managed eleven diverse communication tools with annual budget exceeding \$1M

Freelance Writer (1991 to 1994)

- Anti-Defamation League of B'nai Brith: speechwriter (1994)
- American Association of Retired Persons: speechwriter (1992)
- Modern Drummer magazine: columnist/product reviewer (1991-1994)

Touring Musician (1979 to 1990)

Self-employment as a full-time touring musician instilled strong motivational skills and demanded the fullest use of my imagination. These critical job skills gained in a competitive, performance-oriented industry, complement a lifelong creative sensibility. Musical accomplishments include performing with musical legends Mose Allison and Danny Gatton, and on award-winning recordings.

Education

University of Virginia; Charlottesville, Virginia

- Bachelor of Arts with Distinction in English Literature and Communications