

Brian Alpert

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Profile

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 (JUNE 2010 - PRESENT)

- ♦ WEB ANALYTICS AND SEARCH ENGINE OPTIMIZATION (SEO) ANALYST
 - 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, paid search (PPC) and TI.com onsite search
 - Led twelve-member "Search Topic Team" to drive cross-business, search-related efforts (e.g., TI.com Product Tree SEO optimization) (2005-2009)
 - Negotiated multi-million-dollar contracts with SEM agencies (2007, 2008)
 - Directed implementation of, and managed ongoing \$3M budget PPC campaign (2008)
 - Ramped-up and provided ongoing management oversight for \$3M budget PPC campaign (2009).
 - Developed and led SEM training to 200+ TPer's across all business groups
 - Led projects to improve onsite search; registered gains in key onsite search metrics (e.g., conversions from search)
 - Highly informed perspective of current capabilities and industry trends honed from ten years of participation in state-of-the-art web team, and working alongside industry luminaries and thought leaders.
 - TI's E2E Community blogger (sole contributor; search-related topics)
- ♦ 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

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- 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 TP's acquisition and implementation of Hitwise competitive analysis software
 - Designed dashboards and implemented custom tracking for search and social media related analysis
- ◆ INTERNET MARKETING MANAGER (1999 – 2005)
 - Created and managed a wide range of content development and Internet Marketing programs, including worldwide Broadband Solutions website and award-winning permission-based email newsletter.

TELOGY NETWORKS (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

Additional Professional Experience

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

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: Tology.com website (1999)
- ◆ Received numerous MCI Internal awards

Education

UNIVERSITY OF VIRGINIA – CHARLOTTESVILLE, VIRGINIA

- ◆ Bachelor of Arts with Distinction

Affiliations

- ◆ Member, Search Engine Marketing Professionals Organization (SEMPO)
- ◆ Completed SEMPO Insider's Guide to SEM / Advanced SEO Training
- ◆ Member, University of Virginia Technology Certificate Advisory Board