

Norm Elrod
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PROFILE:

Digital Media Consultant and Marketing Manager with Marketing and Information Systems MBA and 5 years of experience developing and implementing corporate marketing strategies that promote growth in changing markets

- Marketing
- Social Media
- Search Engine Marketing (SEM)
- Market Research
- Project Management
- Packaging Development
- Public Relations
- Writing / Editing

EXPERIENCE:

Digital Media Consultant, Jackson Heights, NY, 2007 – present

Online Retailer

- Devised and implemented SEO strategy for leading online retailer of quirky office supplies
- Increased search traffic for holiday season by 40%, year over year

Independent Record Label

- Researched and developed site redesign strategy for independent record label that releases Broadway scores and cast albums

JoblessandLess.com

- Built personal blog into major resource for unemployment experience, averaging 9000 visitors/month
- Perform search engine optimization (SEO), social media marketing and website maintenance, achieving over 4000 relevant links, top-3 search results for targeted keywords and Google PageRank of 5
- Gained coverage in *The New York Times*, *The Wall Street Journal*, *the New York Post*, *Metro New York*, *the AARP Bulletin*, *the Cho Sun Daily* in South Korea and Gannett News Service article syndicated nationwide; featured on *NY1*, *TV4* in Sweden and *NHK* in Japan
- Established content syndication deal with *International Business Times*
- Wrote guest articles for *The Wall Street Journal* blog “Laid Off and Looking” and *Salon*

Search Engine Marketing Agency, New York, NY, 2007 – 2008

Marketing Manager

- Directed corporate marketing department for top-ten search engine marketing agency, overseeing budgets, multiple vendors and staff of two
- Developed and executed marketing strategies and tactics, including social media, online and traditional advertising, PR, conferences, collateral and case studies
- Evaluated and initiated overhaul of corporate branding and reputation to expand market awareness, generate potential client leads and upgrade client base
- Managed press and analyst relations to improve corporate image and brand awareness; achieved placements in important industry resources, such as ClickZ and Forrester Research reports

Market Research Company, New York, NY, 2006 – 2007

Product/Marketing Manager, Entertainment

- Headed cross-functional project teams to build and improve market research products that examine consumer brands and media and music consumption habits
- Defined and executed marketing strategies for market research products, such as target audience, positioning, competitive set, pricing and packaging
- Steered day-to-day implementation and growth of marketing programs, including collateral, internet, PR and direct mail
- Initiated revenue-generating ideas, such as repackaging databases for smaller customers, and cost-cutting measures, such as upgrading software to increase data processing efficiency

Major Record Label, New York, NY, 2002 – 2006

Packaging Manager

- Managed packaging development process across Marketing, Creative, Production, A&R, Copyright and New Technology departments for CDs and DVDs from multi-million selling artists
- Supervised packaging development staff and liaised with other departments to streamline workflow, upgrade standards, maximize efficiency and solve problems; simplified company approval process to significantly improve turnaround time for projects
- Spearheaded development of marketing and point-of-sale materials, market research aids and company-wide style guides for new industry software formats

TRAINING:

Advertising Week, New York, NY, 2008 – 2009

Search Engine Strategies (SES), New York, NY, 2008 – 2009

Search Marketing Expo (SMX), New York, NY, 2008 – 2009

Practical Product Management Training, 2006

Management Essentials Leadership Training, 2003

EDUCATION:

Fordham University, New York, NY, 2001 – 2005

Master of Business Administration, Marketing and Information and Communications Systems

- 3.98 GPA, 700 GMAT (93rd percentile)
- Member of Marketing Society and Media and Entertainment Alliance

Franklin & Marshall College, Lancaster, PA, 1990 – 1994

Bachelor of Arts, Economics