

## Norm Elrod

Jackson Heights, NY  
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www.joblessandless.com

### PROFILE:

**Digital Media Consultant and Marketing Manager** with **Marketing and Information Systems MBA** and **8 years of experience** developing and implementing corporate marketing strategies that promote growth in changing markets

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

### EXPERIENCE:

#### **Digital Media Consultant, Jackson Heights, NY, 2008 – present**

##### *Digital Marketing Agency*

- Write advertising copy, how-to demonstrations and website descriptions for major cellphone carrier's smartphone launches
- Manage digital file organization, testing and quality assurance for Flash website and Android application development

##### *Community Culture Magazine and Website*

- Edit online content and implement SEM strategy for website and magazine covering culture in Queens neighborhoods

##### *Search Engine Marketing Website*

- Reported on Search Engine Strategies in New York, the most important and attended SEM conference, for the industry's leading resource

##### *Social Media Website*

- Write about intersection of SEM and Social Media for major social media resource

##### *Online Retailer*

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

##### *JoblessandLess.com*

- Built personal WordPress blog into major resource for unemployment experience, averaging thousands of visitors/month
- Perform SEO, Social Media marketing and website maintenance, achieving over 4,000 relevant links, top-3 search results for targeted keywords and Google PageRank of 5
- Developed myself into expert media resource, covered 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, *Left* magazine in Italy and Gannett News Service article syndicated nationwide; featured on *NPR*, *CBS News*, *NY1*, *RT TV*, *TV4* in Sweden and *NHK* in Japan
- Established content syndication deal with *International Business Times*
- Published 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, SEO, 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 boost 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, Web, 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
- Supervised packaging development staff and liaised with other departments to streamline workflow, upgrade standards, maximize efficiency and solve problems; simplified company approval process to improve turnaround time for projects by 20%
- Spearheaded development of marketing and point-of-sale materials and company-wide style guides for new industry software formats

## **TRAINING:**

### **Search Engine Strategies (SES), New York, NY, 2008 – 2010**

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

### **Practical Product Management Training, Port Washington, NY, 2006**

### **Management Essentials Leadership Training, New York, NY, 2003**

## **EDUCATION:**

### **Fordham University, New York, NY, 2001 – 2005**

#### *Master of Business Administration, Marketing and Information and Communications Systems*

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

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

#### *Bachelor of Arts, Economics*