

# Michael Wolf

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**Objective** To obtain a position at a company that is progressive and offers growth potential

**Work experience** 2006 - Present Educational Testing Service Princeton, NJ

**Web Metrics and Search Marketing Analyst**

- Acted as liaison between Media Buyer and SEM advertising agencies
- Identified external links and altered anchor text to maximize SERPs
- Manipulation of coding/keywords to improve SERPs/inclusion ratio in search engines
- Placed interactive advertising on a local, national and international level
- Creation of search engine friendly URLs to improve organic search results
- Identified false data reporting and inconsistencies in current tracking technology
- Developed tracking standards that would allow coherent reporting techniques
- Analyzed existing campaigns to maximize conversion ratios
- Monitored current campaigns for possible click fraud
- Identified Keyword Effectiveness index and applied it to SEO/SEM efforts
- Daily client contact to advise and inform them of their interactive endeavors
- Assisted in the evaluation of RFPs from external vendors
- Creation of friendly URLs to be placed in offline advertising
- Identified spider paths and created strategy to contain their behavior
- Developed proposals to inform clients where their interactive efforts were performing poorly
- Development of personalized dashboards per client specifications
- Assisted in creating global interactive advertising standards
- Placed keyword advertising for the communications department
- Initiated new coding/tracking standards for banner/keyword/email campaigns
- Aided Traffic/Client Services Managers in the placement of interactive advertising
- Developed Social Media tracking to listen for negative comments and locate pirated material
- Created standards for both SEM and SEO tactics for ETS.org
- Created custom reports to identify sales patterns in the store
- Removed search engine spiders from analytics to improve tracking
- Created and tracked all QR codes

2000 - Present PhillyHealth.com LLC Philadelphia, PA

**Owner/SEO/SEM Manager**

- Created concept, database, business plan, and design of business
- Analyzed traffic utilizing AWStats, Google Analytics and WebTrends to increase traffic
- Increased traffic through keyword analysis, anchor text manipulation, link priority, navigation manipulation, increased inclusion ratio among other SEO tactics
- Maximized revenue through advertisement placement, alternating contextual advertisements, keyword density among other SEM tactics
- Tracking of revenue through various channels and adjusted work accordingly
- Evaluation of keywords to improve revenue generated from 3rd party advertising service
- Developed partnerships with various organizations to improve content on the site

2000 - 2005                      PhillyAtNight.com                      Philadelphia, PA

**Director of Marketing and Promotions**

- Purchased print, radio and outdoor advertising to increase brand recognition and maximize sales leads. Analyzed cost-effectiveness of third party advertising.
- Prepared reports on client's advertising campaign, which included advertising views, organic search results, click-through rates and competitive analysis.
- Prepared rate cards, traffic reports and site traffic reports to assist Account Executives.
- Managed promotional assistants to increase exposure in external venues.
- Creation of weekly email newsletter as well as securing promotional giveaways that would be placed in it to ensure repeat visits as well as gathering visitor statistics.

1999 - 2000                      Beasley Radio Group                      Bala Cynwyd, PA

**Interactive Account Executive**

- Trained sales staff to implement interactive advertising in their sales proposals.
- Managed, maintained and analyzed tracking of the company websites.
- Acted as a liaison in the development of advertising partnerships.

1997 - 1999                      Wahlstrom                      Philadelphia, PA

**Account Executive**

- Increased account billings 30% by attracting new clients and growing existing accounts
- Created proposals and competitive media analysis to attract new business.
- Traveled nationwide to attract new clients and maintain current client-base.
- Developed working relations with clients to ensure repeat business

**Education**

1994-1997                      Temple University                      Philadelphia, PA

- B.A., Film and Media Arts.
- Business Minor
- Mathematics Minor (currently achieving)
- ExecuTrain: Webmaster Certified
- Social Media Mini-MBA from Rutgers University

**Skills**

- MS Office with specialization in Excel
- Tracking Software: AWStats, Fireclick, WebTrends, Brightedge, Urchin, Google Analytics
- SEM Tools: Doubleclick, Google Adwords, Yahoo! Search Marketing, Microsoft AdCenter
- Social Media Tools: Radian6 and Google Alerts
- Languages: HTML, CSS, SSI, Perl, PHP, ASP, Regular Expression, JavaScript
- Content Management Systems: Joomla, SmartFTP, OpenText and Vignette

**Awards**

- 3-time Presidential Award Winner
- More than 10 spot awards