

BRIAN S. ALPERT

9423 Mauck Ct., Fairfax VA, 22032
703-978-6094(h) / 703-606-3765(c)
balpert@gmail.com

Search Engine Marketing (SEO/PPC/SEM) Expert Internet Marketing / Social Media Strategist Online Content Development Specialist

Highly experienced Internet Marketer with 13 years experience in Search Engine Marketing (SEM) and full-range of Social Media, Internet content development and website management experience. Seasoned, results-focused team leader and program manager. Professionally-experienced writer and editor; energetic, imaginative 'people-person' with 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

Texas Instruments Incorporated (1999 – Present)

WORLDWIDE SEARCH ENGINE MARKETING MANAGER (2006 TO PRESENT)

- 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 YoY SEO share 14% 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

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 Site Catalyst
 - 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
 - Achieved top SEO placements for key search terms (Voice over IP, VoIP-related)
 - Grew website traffic by 5400% over 3 year period
 - 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: Tology.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