

Brian Alpert

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Profile

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; 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

♦ 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
- 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

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

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Additional Professional Experience (cont'd)

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: Telogy.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