

Thomas Edward Klingebiel

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Experience

SiteLab Interactive – La Jolla, CA (January 09-Present)

Manager, Online Media

- Responsible for strategically developing, implementing and analyzing both display media and pay per click campaigns for a variety of clients including Hot Spring Spas, Wolfgang Puck, Chiquita Bananas, Sunkist, Hass Avocados, and California Avocado Commission
- Construct highly targeted media plans and negotiate results driven media buys with a variety of best of breed ad networks and publishers to insure maximized client return on investment. Vast experience with CPA, CPC and CPM pricing structures
- Develop social media marketing strategies for various agency clients resulting in increased brand awareness, superior customer satisfaction and user engagement leading to increased sales, and increased website traffic
- Successfully create, implement and promote content for SiteLab blog, Facebook page, and Twitter account that focus on popular internet trends, marketing best practices, media buying/planning, SEO and SEM strategies, email marketing, and social media
- Design, implement, and test web landing pages that follow strict marketing best practices and ensure all web development projects meet and exceed usability standards
- Devise search engine optimization strategies using tactics including keyword research, competitive analysis, content evaluation and optimizations, and linking strategies, all tying into existing content management systems (CMS)
- Develop, execute and optimize SEM campaigns for several clients including Chiquita Bananas, United Soybean Board and Hass Avocados which focus on driving high CTR and low CPA metrics
- Execute email marketing campaigns for various clients through numerous email platforms resulting in increased newsletter sign ups, maximum customer retention, and positive brand affinity and awareness

TKInteractive – San Diego, CA (February 10-Present)

Marketing Consultant

- Develop SEM plans and strategy for small to mid-sized companies that focus on instituting SEO best practices and maximizing opportunities for site conversion through landing page testing
- Strategically plan, execute and optimize PPC campaigns for various clients, generating maximum leads and site traffic
- Educate clients on marketing industry best practices with a specific focus on new customer acquisition and site optimization

Microsoft – New York, NY (April 08-October 08)

Account Director, Atlas Advertiser and Publisher Solutions

- Directly responsible for \$8MM in Ad-Serving and Rich Media revenue from the largest digital and traditional advertising agencies and direct advertisers including Avenue-A Razorfish, Lowe & Partners, Digitas, Monster, and Starwood Hotels
- Successfully hit and exceeded revenue target for Q1FY09 by leveraging all Microsoft properties and companies while providing efficiencies of scale to a large client base
- Actively maintained, developed, and strengthened client relationships in order to enhance and build revenue opportunities for Atlas Suite products including Atlas Media Console, Atlas Rich Media, and Atlas Analytics
- Drove client satisfaction by understanding and communicating all client needs, leading appropriate internal project re-sourcing, and acting as project sponsor for all deliverables and action items
- Strategically communicated and presented the value of Atlas products and services to all clients to ensure their understanding of the full product offering and capabilities
- Continuously sought out new opportunities to add value for our client companies such as participating in, or facilitating, joint Ad Agency/Atlas sales pitches to potential Ad Agency clients
- Effectively lead internal discussions with various departments including analytics, client services, and operations

Vertrue Inc. - Norwalk, CT (October 06-April 08)

Manager, Online Marketing

- Directly managed \$24MM annually in marketing partnerships with major media publishers including Advertising.com, AOL Media Networks, MSN, Earthlink, and FOX Interactive Media
- Strategically developed digital advertising plans (planning and buying) for key accounts by analyzing prior marketing successes, driving new campaign initiatives all while improving overall ROI
- Constantly improved effective profitability and operating margin on major accounts by negotiating ideal media costs, optimizing campaign efficiencies, implementing direct response marketing best practices, and adhering to key company metrics
- Streamlined all marketing campaigns by reducing manual optimization and diversifying plan structure, freeing up resources to test and grow new online publishers into key accounts: (Earthlink, Zillow.com, Scanscout, and Date.com)
- Expertly implemented behavioral targeting initiatives across all media partners further increasing front-end conversion metrics and maximizing CRM
- Successfully lead team of 8 marketing professionals through creative development and execution of new products (including but not limited to PrivacyMatters, Newimage, NetDegree and BargainHomes)
- Managed, mentored, and trained marketing coordinator who assisted with all daily marketing campaign duties
- Worked continuously with various departments on development of online marketing strategies, including Affiliate Marketing, Paid Search, SEO, and Market Research

Coordinator, Online Marketing (February 06-October 06)

- Presented daily sales reports/P&L, monthly creative summaries, and key testing recaps to senior management
- Co-managed relationship with ad-serving partner and led team through key strategic initiatives including demo-targeting, storyboarding, and creative asset management
- Strategically reduced 60% of trafficking and reporting inefficiencies on multiple campaigns by leveraging strong partnership with IT and Global Web Operations
- Responsible for marketing campaign setup, implementation, analysis and optimization
- Successfully co-managed 3 major accounts totaling over \$15MM within 3 months of hire date where strong vendor relationships were formed with Advertising.com, AOL Media Networks, and Earthlink

Education

The Pennsylvania State University – University Park, PA (98-02)

B. S. Marketing, The Smeal College of Business

Skills

- Social Media Tools – Viral Heat, Tweet Deck, TweetMeme, Radian6 , HootSuite, etc
- SEMPO Certified Member
- SEM (Google Adwords, Yahoo Search, Bing)
- 3rd Party ad-serving and bid management tools: DFA, DART Search, Atlas, Mediaplex
- Email Marketing Solutions – LyrisHQ, BlueHornet, Emailabs
- Basic HTML
- Computer proficiency: Microsoft Excel, PowerPoint, Visio, Word
- CRM Software: Siebel 7, Salesforce
- Web analytics: Google Analytics, Hitbox, Omniture, Nielsen NetRatings, Hitwise, Comscore Media Metrics
- Karrass Effective Negotiation Graduate

Activities

- San Diego Lions Club Association Member
- Beyond Productions San Diego - Planning Committee Member, Advertising and Sales Producer
- Develop content and promote personal blog – www.tomklingebiel.com