

# Don Henderson

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## ACCOMPLISHMENTS SUMMARY

- Internet Marketing Campaigns**      Developed an online marketing campaign that increased profits by 300%. Improved a marketing campaign that added online sales equal to half of company's offline revenues. Created a website that tripled company revenues. Developed an e-mail campaign that improved sales by 33%.
- Search Engine Optimization**      Achieved number one position in organic Search Engine Results Page placement for two product lines. Developed directories that achieved first page organic SERP placement through developed relationships with over 550 websites. Designed PPC marketing campaign that tripled revenues.
- Marketing Management**      Implemented direct marketing mail campaign that increased revenues 400%. Developed newsletter that doubled company revenues in three months. Authored user manuals and related website content launching new product line that doubled company's product offerings.

## SKILLS PROFILE

### Search Engine Optimization

- Organic search engine optimization (SEO)
- Keyword development / relevancy testing
- Search engine positioning campaign development
- A/B Testing and Analysis

### Marketing and Content Copywriting

- Market research and copywriting
- Ad content design, creation and analysis
- Newsletter development and management
- Direct marketing campaign development
- Press release and marketing content authoring
- Technical content / white paper authoring

### Web Design and Marketing

- Web site management / content development
- E-commerce conversion design and testing
- Analytics implementation, reporting and analysis
- Marketing plan development/competitive analysis
- Market testing, analytics implementation

### Software and Development Skills

- Dreamweaver, Flash, Fireworks
- Adobe Photoshop, Illustrator
- HTML, CSS, Javascript, AXROI, WebPosition, IBP
- MS Word, Powerpoint, Excel
- Macro programming

## PROFESSIONAL EXPERIENCE

<b>Internet Marketing Specialist – Kneson Software</b> 88 Petersburg Rd., Woodbine, New Jersey 08270	<u>September</u> 2002	-	Present
<b>VP Marketing &amp; Business Development Manager - E-COM Visible Limit, Inc.</b> 1902 Wright Place, Suite 200, Carlsbad, California 92008	<u>August</u> 1998	-	<u>August</u> 2002
<b>Executive Vice President - Marketing - DPC Technology Corporation</b> 1425 Russ Blvd. Suite. T107A, San Diego, California 92101	<u>June</u> 1996	-	<u>August</u> 1998

## EDUCATION

### **Bachelor of Science, Business Administration**

Additional degree concentrations: Business Administration & Psychology - cumulative GPA: 3.82

### **Oregon State University**

Corvallis, Oregon

### **Extended Studies**

- Web Analytics (AWStats, Google, AXROI) and link building
- Internet usability best practices and behavioral targeting
- Website authoring and programming

80 wpm typing speed, 120 wpm shorthand, Spanish language fluency.

## INTERESTS

Active bodybuilder - holder of three novice competition titles. Nutrition and bicycling enthusiast.

## REFERENCES

Available upon request.