

# ERIC JAMES PENDER

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## WORK RELATED EXPERIENCE

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### **Search Engine Optimization Manager**

**February 2009 – Present**

*SMG Search, Chicago IL*

- Led search engine optimization strategy for General Motors brands including Buick, Pontiac, GMC and Saturn.
- Worked with Special K to relaunch brand website and increase organic search traffic by 200%
- Participated in new business pitch for Bass Pro Shops
- Made ongoing recommendations to target mission critical keywords
- Utilized Omniture reporting for key analytics metrics



### **Account Manager**

**January 2009 – February 2009**

*Rise Interactive, Chicago IL*

- Worked with clients such as Armani Exchange, Rogaine, Calendars.com and Feldco to achieve their Internet marketing goals
- Managed client relationships to maximize conversion goals for the client as well as discover upsell opportunities for the agency
- Recommend strategic search engine optimization practices for client
- Posses a strong knowledge of SEO best practices and algorithm criteria
- Recommended ways for locally-based window replacement client to optimize for geographically targeted search queries
- Helped develop company process of link building and link baiting
- Performed extensive keyword build out and research work for Fortune 1000 companies



### **Internet Marketing Consultant**

**February 2008 – December 2008**

*Rise Interactive, Chicago IL*

- Worked with web analytics programs including Google Analytics, CoreMetrics and Net Tracker
- Managed an online reputation management campaign for a senior member of Barack Obama's Presidential campaign team
- PPC account management for clients exceeding \$250k annually
- Google AdWords certified individual
- Provided effective cost to conversion analysis to optimize client PPC campaigns
- Setup and optimization of comparative shopping engine (CSE) accounts and data feeds
- Implementation of A/B testing to optimize marketing efforts
- Negotiate CPA/CPC deals with various ad networks

- Experience working with DART for Advertisers (DFA)
- Wrote proposals writing and estimated budgeting for SEO, PPC and web development projects
- Contributed to development of company intranet/wiki for knowledge sharing



**Senior Recruiting Coordinator**

**January 2007 – July 2007**

*National Collegiate Scouting Association, Chicago IL*

- Co-managed sales staff of 20 employees
- Supervised recruiting coordinator department to most enrollments in company history (426 in March '07)
- Increased revenue by 21% (\$1.2M revenue increase per year)
- Developed the most accurate and comprehensive sales staff ranking system in company history
- Instituted a competitive culture with challenges and bonuses to increase production



**Recruiting Coordinator**

**January 2006-December 2006**

*National Collegiate Scouting Association, Chicago IL*

- Member of department during rapid growth phase of over 500% in sales
- Brought in over \$236,000 in revenue

**COMPUTER SKILLS**

- Experienced in both Windows XP and Mac OS X
- Exceptionally proficient in Microsoft Office Suite including Excel
- Working knowledge of Adobe Photoshop
- Understanding of HTML and Flash, especially with regard to SEO
- Experienced with Google AdWords Editor and managing bulk uploads for all major search engines

**EDUCATION**



**Master of Arts, Public Relations & Advertising September 2005-June 2007**

*DePaul University, Chicago IL*



**Bachelor of Arts, English**

**August 2001-August 2005**

*Michigan State University, East Lansing MI*

**CERTIFICATIONS**

