

Skills

Search Engine Optimization and Marketing/SEO/SEM

Paid Search Campaigns/PPC

Social Media Marketing/SMM

Blog Optimization

Virtual World Optimization

Google AdWords Certified

Web Analytics Analysis

Google Analytics Reporting

Web Design and Development/HTML/CSS/Flash

Optimized Content Creation

Wordpress Implementation

Landing Page Optimization

Salesforce Campaign Integration

DoubleClick Dart Search

Photoshop/Illustrator/InDesign

Email Campaign Creation

Experience

Media Strategist, Peyton Media Management

August 2009 – Present Peytonmedia.com, Portland OR

President and founder of Peyton Media Management, a Portland-based company offering Social Media and Blog Management Services.

Executive Editor, Thoroughly Modern Marketing (TMMPDX.COM)

January 2009 – Present TMMPDX.com, Portland OR

Executive Editor and creator of TMMPDX, a Portland-based marketing resource website.

- Publish and Edit Content – Create and edit articles, podcasts and weekly columns for internet marketing related website.
- Search Engine Optimization – Monitor and optimize website content to ensure top search engine rankings for relevant keywords. Maintained top position in Google for terms such as 'Portland Marketing Events'.
- Social Media Marketing – Responsible for all social media marketing campaigns, including such sites as Twitter and LinkedIn. Responsible for gaining over 5000 Twitter followers within months of launch.

Director of SEM Strategy and Client Services

January 2008 – March 2009 [EngineWorks](http://EngineWorks.com), Portland OR

Director of Search Engine Marketing (SEM) Strategy and Client Services Department of Internet Marketing/Search Marketing agency. Responsibilities and duties include:

- Client Services – Work directly with the client to manage expectations, create timeline for deliverables and report on campaign metrics.
- Client Portfolio - Managing portfolio of PPC clients, monthly spend across all engines totaling over \$200K or \$2.4 million annually.
- Budget - Manage monthly spend caps in search engines for all clients.
- Team Manager – Lead, train and provide efficient workflow processes for a team of Account Managers.
- Build Campaign Strategy - Create comprehensive strategy documents for all new accounts.
- Analytics Data – Track and analyze analytics data to improve campaign performance.
- Conversion Tracking - Conduct performance audit on existing campaigns and optimize for greater ROI.

- Ensure all campaigns are tracking conversions and revenue data properly.
- ROAS - Work with the client to ensure greatest possible Return On Ad Spend.
- Landing Page Optimization - Perform landing page consultations to ensure the highest possible conversion rate.
- Copywriting - Write ad copy variants and perform A/B copy testing to improve CTR on existing PPC ads.
- Keyword Research - Use Wordtracker, Keyword Discovery and Google to refine, expand and optimize client's keyword lists.
- Reporting - Build monthly, weekly and quarterly reports demonstrating campaign performance.
- Bid Management - Utilize DART Search and other industry tools to perform bid management and optimization.
- SEO/SMM - Assess campaigns for other marketing opportunities such as organic search engine optimization or social media marketing campaigns.

President, Virtual Job Candy

January 2008 – Present Virtualjobcandy.com, Portland OR

President and co-founder of Virtual Job Candy, a virtual world job services company.

- Website and optimized content creation – Designed and developed an optimized website to promote virtual job services.
- Optimized Blog Management – Developed and managed optimized blog reporting on virtual world news and virtual world jobs.
- Search Engine Optimization – Monitor and optimize website content to ensure top search engine rankings for relevant keywords. Maintained top position in Google for terms such as 'virtual jobs' and 'virtual world jobs'.
- Virtual World location creation and optimization – Designed a creative Second Life presence including virtual interview rooms and conference facilities for real world employers.
- Social Media Marketing – Responsible for all social media marketing campaigns, including such sites as Twitter and LinkedIn. By publishing blog content and job postings on Twitter, website traffic and candidate registrations doubled.

Publisher and Editor, SLEntrepreneur Magazine

January 2008 – Present WWW.SLENTRE.COM, Portland OR

Publisher and editor of SLENTRE.COM, a publication reporting on business practices in the virtual world of Second Life.

- Website and optimized content creation – Publish content that generates thousands of weekly page views with 50% of visitors reaching the site via organic search.
- Email subscription management – Manage and grow a list of publication subscribers reaching relevant users via email updates.
- Team management – Recruit, manage and compensate an international team of talented writers and photographers.
- Virtual World location creation and optimization – Created an effective Second Life presence including meeting space and a dynamic kiosk promoting the magazine in-world.
- Marketing and promotions – Responsible for all marketing campaigns,

Lisa Peyton

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promotions and contests such as the 2008 SLEntrepreneur of the Year Award. Successfully implemented a social media marketing campaign including Twitter and Plurk, increasing overall magazine subscriptions.

Internet Marketing Coordinator

June 2006 – Dec 2007 Generator Group, Portland OR

Created and implemented successful Internet Marketing Strategy achieving the following results:

- #1 ranking in Google, Yahoo and MSN for targeted, long-tail keyword phrases.
- Implemented and Managed Paid Search Campaign in Google.
- Managed monthly email newsletter campaign reaching thousands of subscribers.
- Doubled the number of indexed pages in Google, Yahoo and MSN.
- Optimized company blog by creating keyword rich categories, content, and by adding features such as RSS and email subscription.
- Doubled overall website traffic.
- Doubled the number of overall inbound links.
- Doubled the amount of traffic from search engines.
- Increased overall conversion rate by 25%.

Web Designer

2006- Present Freelance, Portland, OR

- Create and present design comps to clients using Photoshop CS2, Illustrator CS2 and Fireworks.
- Develop websites using HTML, CSS and Flash.
- Design site structure and usability.
- Access client marketing goals and present website plan that meets those goals--taking into consideration content management, Search Engine Optimization and site maintenance.

Hotel Desk Fulfillment Specialist

1998 - 2005 WorldTravel, Portland, OR

- Developed strong customer service skills.
- Worked closely with team to manage hotel desk duties.
- Tested and critiqued internal software programs.
- Streamlined fulfillment process, thereby increasing team productivity
- Demonstrated close attention to detail.

Education / Certification

- Sammy Award Finalist 2009, National Social Media Award Nomination
- Social Media Award Finalist 2009, SoMe Awards Portland
- Google Adwords Qualified Professional
- Member of Web Analytics Association (WAA)
- Member of Virtual World Association (AVW)

Portland Community College, Portland OR

Spring 2006-Summer 2007

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- Web Development Certificate, 4.0 GPA

Virginia Commonwealth University, Richmond VA

Fall 1991 – Spring 1994

- Bachelor of Fine Arts

Interests

Web Related: Analytics, anything SEO or SEM, Virtual Worlds and Virtual World technology, creating blogs using Wordpress, building learner search-friendly websites and continuing to read, learn and stay informed about latest trends and technology.

Non-Web Related: In my spare time, I enjoy teaching Pilates and Indoor Cycling classes in Northwest Portland.

References

References are available on request.