

HEATH S. ANDERSON

(p) 970.769.7180 (e) HeathSAnderson@Gmail.com
1221 Galaxy Drive, Durango, CO 81301



SENIOR MARKETING EXECUTIVE, SERIAL ENTREPRENEUR and PROFESSOR OF MARKETING

that is a pioneer and an expert in results oriented Interactive Marketing. Proven leader with an entrepreneurial spirit and a keen business acumen that has translated into a long track record of success. In 2000, successfully founded Web Optimization, Inc. and built this company into a million dollar organization serving top international brands including Paramount Parks, Epson, Sahara Hotel and Casino, University of Phoenix, etc. Currently serving as a Visiting Professor of Marketing at New Mexico Highlands University, teaching a New Business Venturing course at Fort Lewis College and operating Heath Interactive.

Extensive qualifications in:

- Profit/Loss Management
- Strategic and Operational Planning
- Business Process and Strategy Development
- Market Analysis, Penetration and Expansion
- Forecasting, Budgeting and Cost Controls
- Product/Service Development and Improvement
- Strategic Supplier and Reseller Partnerships
- Marketing Research, Analysis, Strategy
- Creative Development
- Online Marketing including Search Engine Marketing, Social Media Marketing, Mobile Marketing, etc.
- Offline Marketing including TV, Radio, Print, etc.
- Analytics – Data Collection, Modeling, Analysis

PROFESSIONAL EXPERIENCE

New Mexico Highlands University • Las Vegas, NM 2008 - Present
Visiting Professor of Marketing for Department of Business (ACBSP) - Instructing graduate and upper division undergraduate marketing, management and MIS courses at NMHU. NMHU is a multi-ethnic public institution offering open enrollment and predominantly serving Hispanic and Native American students. Courses taught exclusively online and include:

- MKTG 302 Principles of Marketing
- MGMT 330 Entrepreneurship
- MKTG 420 Sales Management
- MIS 480 Project Management
- MKTG 435/535 Strategic Brand Management*
- MKTG 445/545 Ecommerce*
- MKTG 446/546 Social Media*
- MKTG 451/551 Internet Marketing Strategies*
- MKTG 473/573 Advertising
- MKTG 684 Marketing Management

* Denotes new courses developed for NMHU

Pioneered synchronous online instruction at NMHU and continues to push the boundaries of what's possible in the online educational environment. Currently using DesireToLearn Learning Management System and conducting live online video conferenced classes in Zoom. Previously used Blackboard Elluminate and Collaborate.

Additionally, sat on faculty committees for MBA exit examinations. Supervised multiple student internships on professional marketing projects. In 2014, created and now oversee NMHU's School of Business, Media and Technology student led social media campaign. Led students in developing and successfully implementing a media plan inclusive of radio, tv, print and internet one behalf of NMHU-Farmington and NMHU-Rio Rancho.

Fort Lewis College • Durango, CO 2015 - Present
Adjunct Faculty for School of Business (AACSB) - Instructing in-person undergraduate course – BA 205 New Business Venturing. Using Canvas Learning Management System.

Heath Interactive • Durango, CO 2004 - Present
Founder/Consultant - Established a small scale, part time interactive marketing and management consulting operation that afforded the time necessary to pursue my MBA and teaching interests. Managing a handful of client accounts. Yearly revenues have ranged up to \$208,104.06.

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Web Optimization, Inc. • Durango, CO/Atlanta, GA

2000 - 2005

Founder/President - Founded, managed and grew one of the very first Search Engine Marketing companies.

Responsible for full strategic planning, P&L management and autonomous decision making for all areas of the company. Managed up to six full time employees and independent contractors. Personally designed, implemented and managed Search Engine Marketing campaigns for several top worldwide brands.

- Self-financed start up that was profitable from day one. Grew revenues from zero to \$185,606 in 2002, \$371,298.45 in 2003 and \$840,592.50 in 2004. Realized margins in excess of 40%.
- Formed partner relationships and integrated our private labeled Search Engine Marketing capabilities for several select partners including Geary Interactive (now Geary LSF), BTI Telecom's Maxcommerce (now Deltacom), Dolphin Ocean/Fantasy Interfaces (now Fantasy) and eMarketingAsia among others.
- Developed strategic relationships with preferred vendors including paid search engines (GoTo/Overture/Yahoo, Google's Adwords, FindWhat/Enhance, etc.), analytics providers, ROI/bid management technology firms, translation/localization companies, design firms, registrars, hosts, etc.
- Developed, implemented and continually improved the processes and technologies that comprised Web Optimization, Inc.'s service offerings.
- Conceptualized and managed the in-house technology development of:
 - WebRankingReports – One of the very first web based search position reporting utilities used by thousands of customers worldwide. The software was used both internally and made available for third party private labeled use.
 - ProjectUpdates – A web based workflow management and reporting interface that managed backend processes and communicated results to the end users.
- Full cycle management of Search Engine Marketing campaigns including:
 - Sahara Hotel and Casino • 2001 – 2004
 - In 2004, generated 174,155 new visitors from our Search Engine Advertising initiatives resulting in 2,837 new reservations at a cost of \$63.76/reservation.
 - In August 2004, generated 21,371 new visitors from our Search Engine Advertising initiatives resulting in 534 new reservations at a cost of \$37.66/reservation.
 - Sahara began an Organic Search Engine Optimization campaign in 2001 with zero organic positioning on both branded terms and industry specific terms. Campaign quickly took rightful organic positioning on all branded terms and consistently placed in the top organic results for such terms as "las vegas hotel", "las vegas casino", etc.
 - University of Phoenix • 2002 – 2004
 - In 2003 and 2004, this Search Engine Advertising campaign generated 359,561 new visitors resulting in 12,913 geo-qualified prospective student leads at a cost of \$10.29/lead.
 - Shorter College • 2003 – 2004
 - In 2004, this Search Engine Advertising campaign generated 2,551 geo-qualified prospective student leads at a cost of \$1.51/lead.

Additional Campaigns: Art Institutes, Atria Assisted Living, Dusit Hotels & Resorts, Epson Robotics, Health Allies, Hettich International, GTS Energy, Infocrossing, Imperial Palace Hotel and Casino, It's Just Lunch, JobsDB, Paramount Parks, Peak Medical Corporation, Sports Publications Inc., Tata Young, Texas Station, XNet, over 25 colleges and universities, etc.

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EDUCATION

Masters of Business Administration • Management • 4.0 GPA
New Mexico Highlands University • Las Vegas, NM • 2008

Bachelor of Science • Environmental Economics and Management
University of Georgia • Athens, GA • 1999

CERTIFICATIONS, ASSOCIATIONS & CONTINUING EDUCATION

Belmont University Massey Graduate School of Business – Business Ethics Certificate Program • 2015

The Daniels Fund Ethics Initiative • 2014

Qualified Google Advertising Professional • 2005 to Present

Association of Hispanic Advertising Agencies • 2008 to Present

ACTIVITIES

Volunteer Activities

Manna Soup Kitchen • Durango, CO • 2013 to Present

Big Brothers/Big Sisters of La Plata County • 2005 to 2009

Travel – Visited all US states and 38 countries in North America, Europe, Asia and Africa.

Outdoor Pursuits – Avid skier/snowboarder that enjoys competitive running, mountain biking and hiking.

REFERENCES

Margaret Young

Texas Women's University – Director School of Management

Former Dean of the School of Business, Media, Technology at New Mexico Highlands University

Professor of Marketing

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Gilbert "Buddy" Rivera

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Spring 2015 Graduate Assistant

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