

# HEATH S. ANDERSON

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**SENIOR SEARCH ENGINE/INTERACTIVE MARKETING EXECUTIVE** and **PROFESSOR OF BUSINESS** that is both a pioneer and an expert in the development, implementation and delivery of results based, high-performance Interactive Marketing. Strong leader with an entrepreneurial spirit and a keen business acumen that has translated into a track record of success. Successfully founded Web Optimization, Inc. in 2000 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 part time Professor of Business at New Mexico Highlands University and operating Heath Interactive, a small interactive marketing firm.

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
- Search Engine Marketing Research, Analysis, Strategy
- Organic Search Engine Optimization
- Search Engine (PPC) and Contextual Advertising
- Geo-Targeted Search Engine Marketing
- Search Engine Marketing Technologies
- Direct Response and Branding Initiatives
- Analytics – Data Collection, Modeling, Analysis

## **PROFESSIONAL EXPERIENCE**

**New Mexico Highlands University** • Las Vegas, NM

2008 - Present

*Professor of Business – Part Time*

Instructing graduate and upper division undergrad MIS and Marketing courses. Courses taught include Advertising 373, Ecommerce 545/445, Internet Marketing Strategies 551/451 and Marketing Management 684. Sat on Faculty Committees for MBA oral exit examinations. Supervised student internships on professional marketing projects.

**Heath Interactive** • Durango, CO

2004 - Present

*Founder/Consultant*

Established a small scale, part time interactive marketing 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.

**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. 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.
- Formed partner relationships and integrated our private labeled Search Engine Marketing capabilities for several select resellers including Geary Interactive, BTI Telecom's Maxcommerce (now Deltacom) and eMarketingAsia among others.

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- 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. The software was used by internal clients and made available on a limited basis 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 (within driving distance of each campus) 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, XSNNet, over 25 colleges and universities, etc.

### **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**

Qualified Google Advertising Professional • 2005 to Present

Yahoo Search Marketing Ambassador • 2003 to Present

Association of Hispanic Advertising Agencies • 2008 to Present

### **ACTIVITIES**

Volunteer Work – 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 snowboarder that enjoys competitive running, mountain biking and hiking.