

Ketan M. Vakil | Online Marketing Strategist & Technologist

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User Experience / Web Analytics & Site Optimization / Conversion Architecture / Social Media Usability & Multivariate Testing / Search Engine Marketing / Interactive Development / Agile Scrum Development

Interactive marketing strategist with successful achievements in Financial Service, B2B, B2C, and Higher Education industries. Expert in identifying the latest strategies and tactics that will positively impact the bottom line, managing cross-functional teams, and leading creatives, developers and marketers to timely project completion. Strong ability to present technical information in a simple way. Omniture Certified Professional. MBA from NYU Stern.

professional
experience

American Express – New York, NY

Senior Manager, Enterprise Site Experience

Senior Marketing Manager, Acquisition Site Marketing

Marketing Manager, Acquisition Site Marketing

February 2008 – Present

June 2010 – Present

June 2009 – June 2010

February 2008 – June 2009

- Championed new interactive project methodology to better involve customers in the website development process. Partnered with Technologies to deliver more quickly leading to two 2011 releases of a new Account Management experience that drove a 26% task completion rate improvement, a 10x increase in offer response rates and substantial increases in satisfaction (90% prefer the new experience).
- Formulated the strategy, vision, business case and wireframes for an overhaul of the US Home Page that generated a 12% increase in card application rates, a 70% decrease in page load time, a 36% decrease in abandonment and a 41% increase in satisfaction.
- Developed strategy for and launched a new card acquisition website that positioned American Express as a luxury online retailer of card memberships. Resulted in conversion rate increases of 75% upon launch in 2008 and an additional 20% in 2009.
- Overhauled the online merchandising strategy to better drive excitement around American Express' cards and rewards programs – resulting in response rate lifts of over 50%.
- Launched the “Cardmember Voice” strategy – collecting thousands of card ratings and reviews for use in prospect marketing and driving more proactive customer service – making American Express the first credit card issuer to collect and promote ratings and reviews for its products, leading to an 8% lift in acquisition rates.

Yodle – New York, NY

Online Marketing Manager, Site Optimization Strategy

July 2007 – February 2008

- Increased network-wide conversion rates by 51% while lowering the cost per lead by 16% in only five months.
- Led hiring efforts for expansion of the B2C marketing/product team while managing a team of five people (programmers, designers and copywriters).

Media Logic – Albany, NY

Manager of Interactive Marketing Strategy

Awarded with three promotions between July 2003 and January 2007

July 2003 – July 2007

January 2007 – July 2007

- Developed online marketing initiatives for one food sciences manufacturer, increasing conversion rates by 389%, qualified leads by 46% and revenue by 18%, exceeding all internal projections.
- Managed interactive media, analytics and campaign automation for one Ivy League University's Executive MBA Program. Resulted in a 25% increase in applications & enrollments and a return on marketing investment of 630%.

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technology
expertise

Omniture SiteCatalyst, Test & Target and Discover, Google Analytics, Adobe Creative Suite
Microsoft Office, XHTML, JavaScript, CSS, jQuery, HTML5.

education

New York University, Stern School of Business – New York, NY

MBA with Marketing Strategy & Entrepreneurship Specialization

Rensselaer Polytechnic Institute – Troy, NY

Bachelor of Science in Electronic Media, Arts and Communication with a minor in Marketing.

- Graduated Magna Cum Laude.

certifications
& awards

- Chairman's Award Finalist for new Prospect Acquisition Website (American Express).
- Omniture Certified Professional: Implementation & Usage.
- Business Marketing Association's Ace Award: Best Integrated Online Campaign for Cornell Marketing Optimization System (Media Logic).
- Web Marketing Association's Internet Advertising Award: Best Food Industry Online Campaign for Fortitech.com (Media Logic).