

# Ketan M. Vakil | Online Marketing Strategist & Technologist

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*Strategic & Tactical Online Marketing / Web Analytics & Site Optimization / Conversion Architecture  
Usability & Multivariate Testing / Email Marketing / Search Engine Marketing / Interactive 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. Pursuing an evening MBA at NYU Stern.

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professional  
experience

## **American Express – New York, NY**

### **Senior Marketing Manager, Acquisition Site Marketing**

*Marketing Manager, Acquisition Site Marketing*

**February 2008 – Present**

*June 2009 – Present*

*February 2008 – June 2009*

- 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 online merchandising strategy to better drive excitement around American Express' cards and rewards programs – resulting in response rate lifts of over 50%.
- Launched “Cardmember Voice” strategy – collecting thousands of card ratings and reviews for use in prospect marketing and driving more proactive customer service.

## **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.
- Developed online marketing strategies for Yodle and its small business customers through the use of analytics, segmentation, multivariate testing, online best practices, behavioral targeting and search engine marketing.
- Managed media budgets and online advertising distribution for over 800 clients across 100+ industries.
- Lead 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**

*Interactive Marketing Strategist*

*Internet Marketing Specialist*

*Multimedia Programmer*

**July 2003 – July 2007**

*January 2007 – July 2007*

*January 2006 – January 2007*

*January 2005 – January 2006*

*July 2003 – January 2005*

- 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%.
- Developed innovative strategies and tactics that promoted client products/services, drove brand preference, and improved customer relationships through the use of new media and the internet.
- Oversaw strategy and development of interactive marketing programs, including email campaigns, microsites, landing pages, web analytics, pay-per-click, SEO, rich media advertising and social networking. Clients included Cornell, Visa, FYE Music and Capital One, Fortitech, MVP Healthcare, Chase & Capital One.

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## technology expertise

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Mac OS X, Windows XP/Vista, Omniture SiteCatalyst, Test & Target and Discover, Google Analytics, Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator, Acrobat, Flash), Microsoft Office, XHTML, JavaScript, CSS.

## education

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

*Evening MBA specializing in Marketing, Strategy & Entrepreneurship:*

- Expected completion in December 2010.

### **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

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- 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).