

# Ketan M. Vakil

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## MANAGER OF DIGITAL MARKETING STRATEGY

Strategic & Tactical Online Marketing / Web Analytics & Site Optimization / Conversion Architecture  
Usability Testing / Search Engine Marketing / Interactive Programming

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

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### professional experience

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#### **Yodle – New York, NY**

**August 2007 – Present**

#### *Online Marketing Manager – Site Optimization & Customer Acquisition Strategy*

- Develop 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.
- Manage 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).
- **Results:** Increased network-wide conversion rates by 51% while lowering the cost per lead by 16% in only five months.

#### **Media Logic – Albany, NY**

**July 2003 – August 2007**

#### *Manager of Interactive Marketing*

- 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 development of all interactive marketing programs, including email campaigns, microsites, landing pages, web analytics, pay-per-click, SEO, rich media advertising and social networking.
- Led agency adoption and staff education of analytics, closed loop ROI analysis, marketing automation and visitor profiling.
- Conducted extensive website and email marketing audits to identify opportunities for increasing conversion rates. Techniques include usability testing, eye tracking studies and web analytics reviews.

#### *Clients*

- Visa, Chase, Capital One, Wachovia, Cornell University, Hofstra University, Purchase College, FYE Music, Fortitech, Applied Robotics

#### *Results*

- Developed online marketing initiatives for one B2B firm. Increased landing page 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 (each potentially worth \$125,000) over the previous year.
- Supervised interactive strategy for one B2B chemicals manufacturer. Results surpassed expectations for lead generation by a factor of six. Furthermore, 32% of leads indicated immediate interest and 28% requested a product sample.

#### *Recognition*

- Repeatedly recognized for top performance through fast-track promotions and selection for high-priority initiatives – demonstrating an ability to quickly learn and master complex marketing concepts:
  - *Manager of Interactive Marketing (1/2007 – 8/2007)*
  - *Interactive Marketing Strategist (1/2006 – 1/2007)*
  - *Internet Marketing Specialist (1/2005 – 1/2006)*
  - *Multimedia Programmer (7/2003 – 1/2005)*

*continued »*

**Center for Economic Growth (CEG) – Albany, NY** **Aug. 2002 – June 2003**  
*Consultant / Designer*

- Collaborated with the executive board in designing the corporate brand identity for the “Beanstalk” student retention program.
- Initiated student outreach programs to local colleges and universities.
- Enabled business-to-student cooperation and communication.

**Hire My Brain, LLC – Troy, NY** **May 2001 – Dec. 2002**  
*Co-founder*

- Launched a monthly employment newspaper and website for college students reaching a print circulation of 20,000 within one year.
- Served as the springboard for partnership with the Center for Economic Growth in the creation of the “Beanstalk” student retention program.

**Virtual Learning and Training Center/G. Media Works – Troy, NY** **Dec. 2000 – Aug. 2002**  
*Consultant / Instructor*

- Created curriculum and educated local residents in web and graphic design.
- Developed enterprise-scale websites for New York State funded programs and local firms.

**technology  
expertise**

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Mac OS X, Windows XP/Vista, Omniture SiteCatalyst, Omniture Discover, Omniture SearchCenter, Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator, Acrobat, Flash), Microsoft Office, EyeBlaster, EyeWonder, ExactTarget, AdWords, XHTML, JavaScript, CSS.

**certifications  
& awards**

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- Omniture Certified Professional: Implementation & Version 13 User.
- 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).

**education**

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**New York University, Stern School of Business – New York, NY**  
Evening MBA: Expected completion in December, 2010.

**Rensselaer Polytechnic Institute – Troy, NY**

Bachelor of Science:

- Major – Electronic Media, Arts and Communication.
- Minor – Marketing.
- Graduated Magna Cum Laude.