



Chad Gardner

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217.454.3964

Computer Skills

Proficient with Mac and PC
Microsoft Office
Adobe Creative Suite
Omniture
Google Analytics
Google Adwords
Microsoft AdCenter
DoubleClick for Advertisers
Dart Search
Dynamics CRM
Marchex Call Analytics
comScore

Associations

Chicago Interactive Marketing
SEMPO

Profile

Independent worker who takes pride in being precise, insightful and comprehensive while maintaining a team-oriented attitude. Passionate about refining complex ideas and challenging conventions in order to create inspired actions to reach strategic goals.

Professional Experience

Account Manager. Performics. Chicago, Illinois *10.10 - current*

Building, launching and managing industry-leading, customized local paid search campaigns. Focused on creating and refining efficiencies to increase scalability and effectiveness of accounts. Adapting and utilizing the ever-changing features and offerings of search engines.

Marketing Coordinator (freelance). Chicago Agent. Chicago, Illinois *09.09 - 10.10*

Developed and implemented an online marketing model to help manage the transition of a print publication into the digital space. Strategies included developing editorial-based CMS websites, using social media to create and unlock potential in brand conversations, leveraging SEO tactics and utilizing email marketing for direct revenue; in addition, managed traditional print advertising.

- Worked to create an easy-to-process, congruent brand message across all mediums.

Marketing Associate/SEO Analyst. PaySimple, Denver, Colorado *05.08 - 02.09*

Utilized SEO tactics to organically increase search results for targeted keywords leading to a growth in volume and quality of traffic. Also, developed and implemented social media marketing campaigns creating communities around quality content, while monitoring brand awareness. All efforts were focused around creating a transparent, authentic online presence.

Field Marketing Manager (contract). Glaceau, Des Moines/Omaha *07.07 - 12.07*

Researched markets to create and implement a strategic, grassroots marketing schedule to maximize brand awareness. Responsibilities included on-site event execution, event planning, inventory and finance management and product promotion.

Marketing Intern. ManiaTV!, Denver, Colorado *10.06 - 12.06*

Utilized social media optimization tactics to research and analyze market, create and maintain brand awareness and drive traffic to website.

- Maintained social network accounts; implemented viral content.

Education

B.A. in Advertising, Iowa State University, Ames, Iowa

12.06