



Chad Gardner

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Skills & Expertise

Microsoft Office
Adobe Creative Suite
Omniure
Google Analytics
Google Adwords
Microsoft AdCenter
DoubleClick
Dart Search
Dynamics CRM
Marchex Call Analytics
Call Source
comScore
SalesForce
JIRA
HTML & CSS

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 action to reach strategic goals.

Professional Experience

Operational 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 performance of accounts. Adapting and utilizing the ever-changing features and offerings of search engines.

- Managing 125+ advertisers and over 350 campaigns concurrently
- Technical Lead and Launch Manager for the Local team

Marketing Coordinator, Agent Publishing, Chicago, Illinois **09.09 - 10.10**

Developed and implemented an online marketing model to help manage the transition of multiple print publications in to the digital space. Strategies included developing editorial-based CMS websites, harnessing social media to participate in industry dialog, leveraging SEO tactics and utilizing email marketing for direct revenue; managed traditional print advertising.

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

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

Field Marketing Manager, 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/finance management and product promotion.

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

Utilized social media optimization tactics to research and analyze market, created and maintained brand awareness and drive traffic to website. Developed communication strategies in effort to create audience feedback and dialog.

Education

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

12.06