

# Herndon Hasty

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## OBJECTIVE

A managerial position in internet marketing, search engine marketing and/or E-commerce encompassing a creative, strategic and analytic role

## WORK HISTORY (further internship experience available upon request)

### Account Manager, Range Online Media (Fort Worth, TX)

October 2006 - Present

Managing SEO campaigns for clients in the retail, luxury goods, mobile software, travel and other industries, as well as sales efforts, article writing and conference presence.

- Developing site audits, consulting on implementation and providing guidance and direction on further site development that resulted in consistent patterns of growth in site traffic and revenue
- Providing training in copywriting and technical practices for client teams and employees, including 150+ copywriters and merchandisers for Macys.com
- Researched, developed and contributed to client and agency best practices for arenas such as corporate blogging, social networking, digital asset management and video syndication
- Managing pay-per click and pay per call accounts including keyword building, bid monitoring and management, creative development, researching new opportunities and results analysis for brands such as Travelocity, Cole Haan and Shermans Travel.
- Achieved results above expectations; Increased profit by more than 900% over previous year's cruise high season results on 50% lower budget.

### Marketing Associate, Advantage Rent-A-Car (Fort Worth, TX)

November 2003 - October 2006

Managed and contributed individually in improving online presence and executing display and search engine advertising, created local and system-wide print & interactive collateral and aided in improving value-added programs.

- Analyzed, monitored and improved online presence including research, promotion creation & management and creating online advertisements averaging double the industry standard response rate
- Developed and maintained relationships with online partners and vendors; planned, communicated and executed content.
- Managed sponsored search advertising program. Responsible for and exceeded ROI requirements and achieved higher than average sales conversion.
- Designed and managed new employee website and aided in site redesign; built and maintained client-specific content

### Marketing Assistant, Image Impact (Kansas City, KS)

May 2002 - March 2003

Aided in launch of event sponsorship analysis service through marketing & public relations functions, product development and researching business opportunities.

- Developed and organized press and sales materials including sales kit, press releases, interactive CD-ROM mailer and demonstration videos; assisted in pitches
- Created advertisements and made recommendations for media placement
- Acted as liaison to software developers for development of proprietary detection software and managed client-side testing and evaluation

### Summer Intern, Russ Cline & Associates (Kansas City, KS)

May 2001 - August 2001

Provided assistance in planning and execution of events through research, graphics and on-site execution of events. Invited to participate in projects during following school year.

- Aided in research, planning and production of \*NSYNC concert
- Created office /venue layouts and general graphics projects for Davis Cup competition, ESPN Winter X Games and ESPN Summer X Games
- Assisted in drafting pitches for production of events

## HONORS & CERTIFICATIONS

- Google Advertising Professional certification
- SEMPO Advanced SEO Certification
- Creative Director, A/V Presentation Director, TCU AAF College World Series of Advertising 2002 team; third place overall in district, top rated presentation
- TCU in London International Studies Program, Fall 2000. Course of study included internship with London-based PR firm and course taught by British professor
- Former columnist, TCU Daily Skiff
- Eagle Scout

## EDUCATION

- Bachelor of Science, Advertising and Public Relations; Texas Christian University (TCU), Fort Worth, TX; Graduated 2002
- Minors in Spanish and Psychology; area of emphasis in Marketing
- 3.57 GPA, Cum Laude