

Melanie L. R. Nichols

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SUMMARY

Innovative online marketer with 6+ years' experience in acquisition marketing with expertise in Search, Social Media, Affiliate marketing and Media Buying. Focus on analytics, reporting/tracking systems and competitive research. Experience with fast-paced working environments in Entertainment industry (Music, TV & Movies) and tech. startups.

• Search Engine Marketing (SEM) – Paid Search (PPC) campaign research, implementation & optimization.	• Reporting & Analytics – use of all major analytics systems for analysis/reports to executive, product & marketing teams
• Search Engine Optimization (SEO) – page content, onsite/offsite factors & link development	• Marketing Plan Creation – detailed plans, goals & objectives. Budgets from few thousand to \$1MM+ per month
• Social Media Marketing – plan creation, outreach & building conversations with communities & influencers	• Creative Development – research and testing of messaging to produce effective ads for target demographic(s)

WORK EXPERIENCE

May 2009 – January 2011 Fancast/Comcast.net (Comcast Interactive Media) **Marketing Manager** Los Angeles, CA
Management of performance marketing channels, forecasting & marketing analytics for Comcast's TV site & ISP portal.

- Ownership of budget/forecasting for traffic, revenue, video starts, & cost for performance marketing channels.
- Manage paid search (Google, Yahoo!/Bing AdCenter, Facebook and other major search sites) in-house.
- Oversaw campaign direction to traffic ensure metric goals are met (e.g. Movie Trailer, Full Episodes & Comcast Toolbar campaigns). Traffic acquisition costs reduced 68% between 05/2009 & 10/2010.
- Daily use of Adobe SiteCatalyst (Omniture), to monitor monthly/daily unique visitors, page views, video starts, ROI and other metrics. Provide analysis & weekly/monthly reports to Comcast Interactive Media executive team.
- SEO lead for Fancast Marketing team. Creation of inbound link development strategy (focused on social media/blogs/content syndication) using ComScore/Quantcast and competitive data analysis combined with other site traffic/inbound link tools. Inbound links increase of over 18% June to December 2009.

June 2007 – January 2009 Yahoo! Media **Marketing Manager** Santa Monica, CA

Management of off-network acquisition marketing channels [primarily Search Engine Marketing (SEM) and Affiliate] for Yahoo! Media properties including Autos, Finance, Games, Health, Movies, Music, omg!, TV & Sports.

- Day to day in-house management of SEM using best practices to generate awareness, traffic and premium product/service orders to meet business goals (ROI/CPA/Revenue/Traffic Volume) for Yahoo! Media properties.
- Design and implementation of new search engine marketing campaigns on Ask, Google, Microsoft Search and Yahoo! Search Marketing for Games, Finance, Sports, Movies & TV e.g. Movie Trailers, Fantasy Football & Fall TV.
- Development and outreach for Fall TV social media marketing campaigns engaging TV blogs and fan sites.
- Manage Games affiliate program elements with Corporate program managers and Commission Junction.
- Ownership of planning/forecasting, budget allocation, vendor contracts, PO process for off-network media.
- Responsible for off-network marketing reporting for all Yahoo! Media properties to Corporate/Executive team.
- Assign and manage work flow (i.e. SEM, affiliate, social media and ad-hoc projects) for Assoc. Marketing Managers
- Project management of marketing feeds, web services, APIs, and data feeds for content distribution.
- Advocate for SEO best practices, providing ad hoc recommendations for marketing projects.

February 2007 – January 2008 Los Angeles Times **Marketing Manager/Consultant** Los Angeles, CA

Management of online marketing initiatives for all LA Times online products including Travel, Entertainment News, The Envelope, Real Estate, Hoy and CalendarLive.

- Managed agency relationship for media planning, & viral marketing for Travel and Entertainment News initiatives.
- Ownership and management of online media plan for Travel site re-launch in February 2007 on multiple marketing channels including Search Engine Marketing, banner media, link development and social media/viral marketing.
- Management of Search Engine Marketing on Google, Yahoo!, Ask and MSN for all LATimes.com features.
- Provided Search Engine Optimization (SEO) recommendations to product management and sales teams for Cosmetic Surgery and Home Improvement advertorial sites.
- Development of internal email program to manage Advertising, product updates, circulation, events & newsletter emails. Work with project management to approve all outgoing messaging and creative.
- Production of weekly marketing/product update emails to marketing, sales and product teams.

July 2004 – February 2007 [Yahoo! Music](#) (Fmrly. LAUNCH) **Associate Marketing Manager** Santa Monica, CA

Interactive marketing using Search, Affiliate and other media channels for the world's largest online music destination.

- Responsible for new customer acquisition and brand awareness for free and premium (subscription) products via major search engines (Google, Yahoo! Search Marketing [YSM], MSN & Ask.)
- Daily management and optimization of keyword buys on all major search engines to reduce LTV-based CPA & maximize ROI, whilst keeping campaigns in line with monthly and quarterly budget figures.
- Constant testing of new creative, landing pages and new SEM methodology to optimize conversion rate/CTR.
- Driving force behind movement towards keyword level tracking and automated bid management using Overture Performance Marketing (OPM) search optimizer system to maximize ROI on a keyword level basis.
- Took Yahoo! Music affiliate program from concept to reality partnering with Commission Junction in November 2005 to launch a CPA-based program, paying out on Yahoo! Music Unlimited subscription trials.
- Evaluation of publisher proposals and rate negotiation for test ad buys based on estimated CTR, CPA targets and ROI. Test implementation on sites such as CNET, Shockwave & ad-networks (Tribal Fusion, BurstMedia)
- Initiation of RFPs to sites, management of insertion orders and purchase order creation for all media.
- Collaboration on the planning, forecasting and budget allocation for a multi-million dollar media budget.
- Weekly/monthly analysis and reporting on media performance (traffic volume, CPA & ROI)
- Liaison with product management for Search Engine Optimization (SEO) for marketing promo pages.

April 2004 – June 2004 [Citrus, Inc.](#) (Fmrly. TMI, Inc.) **Media Technologist (SEM Manager)** Los Angeles, CA

Search engine strategist for all client search engine marketing (SEM) at full service/direct response agency

- Creation of paid SEM plans centering on client ROI goals. Specific targets set with focus on lead generation, monthly site traffic or branding objectives. Wide spectrum of clients including: BMC/Remedy software (international business to business) or LA.com, Pleasant Holidays & 7BlueSeas (business to consumer.)
- Collaboration with media planners and account managers to streamline the online and offline media campaigns with the provision of timelines and creative specifications for optimal marketing strategy.
- Analysis of competitors and target audience with Google/Overture and Nielson Netratings AdRelevance information to provide keyword suggestions tailored to each client.
- Estimation of traffic volume and monthly CPC spend compiled from research and Google/Overture data.
- Implementation of keyword campaign with creative and Atlas tracking redirects. Continuous follow-ups with Google and Overture to ensure all deadlines met and billing/account management tasks completed.
- Frequent optimization based on conversion data from AtlasDMT ad server, creative CTRs and ROI calculations.
- Results: lead conversions for Remedy Software increased 122% between February and March 2004. LA.com traffic goals in February, March and April 2004 exceeded by an average of 12%.

September 2003 – April 2004 [Affinity Internet, Inc.](#) **Online Media Buyer** El Segundo, CA

Responsible for acquiring, analyzing and maintaining media buys (banner/SEM) on a \$250k+ monthly budget

- Development of Overture/Google keyword strategies for all four brands, optimizing Ad titles/descriptions and landing pages for the maximum click-through and conversion rate.
- Management of existing media relationships, with frequent creative analysis for optimum ROI. Increased purchase of performing placements and insistent on cancellation of underperforming placements.
- Contract negotiation with over 30 publishers (CNET, AOL, MSN, TopHosts etc.) for new placements with CPM, CPC and flat rates, focused on expected return for future quarterly/monthly sales quotas.
- Ability to differentiate and purchase media according to demographics for budget and small business markets.
- Initiation (in Scarab backend system) creative/trafficking requests to web development team and traffic coordinator to ensure creative is content-specific and delivered to publisher within deadline.
- Daily use of AtlasDMT ad server for redirect (image/click) tag delivery to publishers & reporting features.

November 2002 – April 2003 [Fanscape, Inc.](#) **Account Manager** Los Angeles, CA

Implemented artist-specific marketing plans for online awareness and album release support.

- Creation of online marketing plans through interaction with artist, management and record label. Extensive analysis of market research and fan feedback for modification of existing marketing plans.
- Development and leadership of artist-specific “online teams,” consisting of worldwide music fans throughout the world. Directed fans to focus on gaining artist awareness through affiliate websites by banner hosting, online chats and “spreading the word” through online message boards.
- Conducted market research in target demographics on current pop culture, lifestyles and trends.
- Compilation of monthly marketing reports to clients; detailing marketing activity statistics, plan analysis and outlining feedback from music fans.
- Daily use of Dreamweaver/Go Live/HTML for “team” email creation, online community updates and other web page promotions. On-demand banner design, image manipulation and image editing using Photoshop.

June 2001 – November 2002 [Xerox/Copy Solutions, Inc.](#) **Account Manager** Monterey Park, CA

Sales coverage of 4 zipcodes in the Metropolitan Los Angeles area.

- Responsible for Inside and Outside Sales, Tele-Prospecting, cold calling, training new employees on advanced Xerox products, and supporting day-to-day customer service, billing and accounting issues.
- Skilled at identifying key client decision-makers, realizing client needs and tailoring products to meet needs.
- Gained experience in negotiation, deal-closing, financing terms and identifying competition.
- Participated in professional sales & marketing training at Xerox training headquarters in Leesburg, VA.

EDUCATION

Bachelor of Science, Music Industry **University of Southern California (USC)** Los Angeles, CA

COMPUTER SKILLS

Experience (15+16 years): Windows 3.x through XP/7. Office v.5 to 2011 (Word, Excel, Powerpoint, Visio & Access) Apple 8 through OS X
Completion of Yahoo! training classes in Microsoft Excel Formulae, Macros and Data Manipulation/Pivot tables.

Internet (5+4 years): Web Analytics/Research tools (Google Analytics, Adobe SiteCatalyst (formerly Omniture), ComScore, Quantcast, Compete etc...) Active participant on social networking sites & in LA/OC-based social media groups.

Design/Sound (108 years): *Adobe*: PhotoShop, Image Ready, Dreamweaver, Premiere, After Effects, Illustrator, Go Live, Director, Flash (ActionScript), Freehand/Fireworks
Avid Audio: Pro Tools
Working knowledge of HTML, CSS and JavaScript
