

**James Bloomquist**  
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Marketing Demand Generation, Lead Generation and Interactive Digital Marketing Professional with 14 -25 Years Experience and Expertise in PPC, Rich Media, SEO Organic Search, ROI Based Analytics Strategies, Copy and Content Writing, Email Marketing, Website Development Design, Vendor Selection and Management and Much More

**Lead Generation**

- Developed CMS/CRM, closed loop lead generation systems at multiple organizations
- Increased qualified leads 233% from 120 per month to 400 per month while improving quality and reducing per lead acquisition costs
- Client facing, project management & reporting
- Email, site chat, media buys, SEM, SEO, Social media
- Lead scoring & nurturing, conversions optimization

**PPC and Rich Media Advertising (10 years):**

- Paid search, banner display advertising, rich media ads, SEO, email & more
- Planning, buying, management of CPM, CPC, PPC, Pay-Per-Call, Pay-Per-Lead
- Managed multiple PPC campaigns, budgets to \$1.2 million/year
- Managed campaigns with 150,000 keywords on 11 Tier 1 and Tier 2 Search Sites
- Managed four PPC keyword analysts
- Interfaced with optimizers from all Tier 1 Search Engines
- Planned, created, managed, updated as many as 200 concurrent keyword-based campaign-specific microsites and landing pages

**Organic, Search Engine Optimization (SEO) (12 years):**

- Keyword research, competitor analysis
- Website audits
- Page & site design and optimization
- Server-side strategies – Mod Rewrite
- Content optimization & distribution
- Inbound linking strategies

**Strategic ROI Based Analytics (10 years):** [\(See Addendum for specific experience\)](#)

- Interpretive analytics intelligence to influence strategy & ROI
- Designed & documented analytics requirements
- Defined & tracked KPI
- Customized internal & client side reporting
- Use of Coremetrics, Omniture, Clicktracks, WebTrends, Google Analytics
- Website, microsite & landing page usability analysis & multivariate testing

**Advertising, Marketing Copywriting (20 years):**

- Web site content
- Ads, e-mail, landing pages
- Blogs
- Newsletters
- White papers
- Press releases & publicity
- 250 national magazine articles

**Website Development Design (10 years):**

- Award-winning site design
- Usability-based design
- Usability testing
- Site development project management

- Corporate & e-commerce Website development design

**Email Marketing** (12 years):

- Experienced with Eloqua, Silverpop, Constant Contact, others
- Vendor management
- List selection, hygiene
- Message versioning
- Landing page design, writing, optimization, testing
- CAN SPAM Act/Best Practices Compliance

**Marketing Technology:** (16 years):

- Development of comprehensive business marketing plans
- Experienced with JavaScript, Flash, CSS,
- Experienced with numerous toolsets, CMS systems
- Experienced with DreamWeaver, Photoshop, and dozens of other applications
- Aptitude for technology and proven ability to work with technology professions and vendors
- Current and continuously engaged in emerging web application industry trends

**Marketing Vendor Selection and Deliverables Management** (25 years):

- Contracted, Hired and Managed Deliverables from Marketing Vendors of Numerous:
- Website and Program Marketing Analytics Providers
- Advertising Platforms
- Demand Generation Platforms
- Email Marketing Providers
- Content Management System Providers
- Website Community Providers
- Hosting Companies
- Content Providers
- Ad Agencies
- Search Engines and Media Providers
- Press Management Providers
- Web and Application Developers
- Design Firms and Printers
- Fulfillment Providers
- Trade Show Management Companies

**General Marketing:** (20 years):

- Development of comprehensive business marketing plans
- Marketing support to sales
- Channel partner programs
- New product rollouts
- Direct mail, collateral development, more
- Vendor, staff project & staff management
- Trade show management support and optimization

**Work Experience**

9/2010 – Present

**Bloomquist Interactive Marketing Services | Atlanta, GA  
Interactive Marketing Contractor/Consultant**

Providing results oriented contract/consultative interactive marketing services to client businesses, including:

- The Experts Bench
- KenMark Turf
- Amalgam Strategies

4/2009 – 9/2010

**The List, Atlanta, GA**

## **Director of Marketing**

Responsible for qualified lead generation for sales staff of 11 sales professionals

- Increased qualified leads 233% from 120 per month to 400 per month while improving quality and reducing per lead acquisition costs
- Contributed to four consecutive months of record sales
- Initiated and manage extensive lead generation programs/campaigns including
  - ✓ Paid search
  - ✓ Organic search
  - ✓ Online media placements
  - ✓ Partner/affiliate programs
  - ✓ Social media
  - ✓ Content and blogging
  - ✓ Email opt-in
  - ✓ Constant ROI analytics
  - ✓ Direct mail
  - ✓ Trade show
- Redesigned corporate web site to initiate lead capture, qualification and brand awareness
- Manage corporate website, microsites, 100 unique campaign landing pages, several SEO feeder sites
- Provided daily strategic insights to core business planning for main company and sister companies
- Managed one direct report and numerous vendors
- Daily use of Salesforce.com, outbound marketing, email, CMS, PR and various analytical software tools
- Transferred all programs to recommended cost-effective outsource providers at close of engagement.

3/2004 – 4/2009

## **Bloomquist Interactive Marketing Services | Atlanta, GA Interactive Marketing Contractor/Consultant**

Provided results oriented contract/consultative interactive marketing services to scores of client businesses, including but not limited to the following:

- **ISI Telemanagement:**
  - Provided custom interactive software development of client and prospect website, integration with native CRM system and merchant account.
  - Developed online Flash product demo
- **GSMA GSM World:**
  - Provided email marketing services including content, creative, programming and consultative recommendations.
  - Provided SEO audits of two major website with recommendations for SEO changes to pages, additional content etc.
- **Fitzgerald & Company:**
  - Provided interpretive analytics of interactive marketing and advertising client campaigns and recommendations for major brands including but not limited to:
  - (Porter Cable, Aflac, Quickcrete, Intercontinental Hotels Mexico, Pergo Floors, Haverty's Furniture, Cryovac, Black & Decker)
- **ResponseMine Interactive Marketing Agency:**
  - Provided interactive media planning, buying and campaign management including paid search, lead generation, telesales integration with microsite development, A/B testing, analytics and more for national brands clients including but not limited to:
  - (GMAC Auto Insurance, Liberty Mutual Insurance, Home Depot)
- **Intercontinental Hotels Group:**

- Provided interactive media planning, buying and campaign management including paid search and SEO for US-based hospitality properties including but not limited to
- Intercontinental, Holiday Inn Hotels and Crowne Plaza
- **Canvas Systems Technology Provider:**
  - Redesigned corporate website to become functional sales portal; integrated CRM system with lead generation; sourced and interviewed email/demand-gen systems; recommended and integrated Eloqua to deliver closed loop lead generation marketing system.
- **Cypress Communications:**
  - Provided comprehensive SEO services for main corporate site
  - Documented recommendations for SEO marketing plan
- **Incentive Solutions:**
  - Developed full service corporate website for major incentives and rewards company

8/2002 - 3/2004

**KnowledgeStorm, Inc. | Alpharetta, GA**  
**Internet User Marketing Manager**

User marketing manager for most highly trafficked technology solutions directory site on the Net:

- Increased user registrations—converted to sales leads sold to customers—from 500,000 to 1.5 million
- Developed email and online marketing with open rates between 30% and 70%, with respective conversion rates ranging from 3% to 9%,
- Developed and managed one campaign that achieved a 50% conversion rate
- Originated three new revenue generating product lines
- Managed largest single ad word campaigns on Google and other search sites

11/2000 - 8/2002

**Careerbuilder.com-Headhunter.net | Norcross, GA**  
**Marketing Web Site Manager**

As content editor/user manager for second most highly trafficked employment web site on the Net:

- Managed web site content messaging plus both B2B /B2C marketing messaging.
- Managed usability testing to improve job searches, resume postings consumer sales.
- Managed website overhaul improved delivery, appearance and messaging to measurably improve B2B and B2C revenue. Site named "Site of the Week" by InternetWeek
- Managed and created all email marketing, e-newsletters and media placements
- Managed and created B2B/B2C MarCom including collateral, billboard ads, annual report and more.
- Hired and managed three direct reports.

7/1997 - 11/2000

**Telemate.net Software | Atlanta, GA**  
**Web Marketing Manager**

As web marketing/content manager for telecom/internet software company:

- Initiated and managed email marketing lead generation programs, plus direct mail, banner advertising, channel web sites and overall content.
- Achieved 2% to 6% click-through; 10% web marketing conversion rate.
- Averaged 11% to 17% lead response rates and 5% to 11% conversion rates in direct mail.
- Managed marketing support for 15 member channel marketing program
- Developed and managed product, channel, and partner web sites.
- Developed marketing collateral

10/1996 - 7/1997

**Sterling Software | Atlanta, GA**  
**Marketing Manager**

As marketing manager developed/project managed direct mail campaigns:

- Reported to executive management as corporate communications lead on \$165 million merger.
- Achieved 200% improvement in direct mail qualified lead generation.
- Developed corporate communications for \$165 million acquisition.

4/1991 - 7/1996

**Crawford & Company | Atlanta, GA**  
**Senior Marketing Manager**

As senior marketing manager for world's largest risk management company:

- Initiated and managed direct marketing lead-generation program
- Initiated, created and managed 9 business channel as direct marketing newsletters
- Managed all development of company's first corporate web site
- Created print-advertising program and managed strategy, creative direction, and tactical deliverables
- Achieved qualified direct mail lead response rates of 9% to 27%.
- Achieved 20-fold increase in qualified leads.
- Achieved cost-per-lead advertising savings of 77%.
- Developed award-winning collateral including annual reports.
- Managed six direct reports: graphic artists and writers.

**Early Career**

7/1988 - 3/1991

**EEMG Marketing Group | Lexington, KY**  
**Marketing Manager/Editor**

Managed leading industry publication & marketing services provider.

12/1987 - 11/1988

**Searle Communications—Colorado Springs, CO**  
**Publication Consultant**

Contract-consultant on publication reengineering editorial and graphic redesign project.

9/1984 - 7/1987

**AMHA—The Morgan Horse Magazine | Shelburne, VT**  
**Editor**

Editor of world's third largest monthly publication for equine enthusiasts.

**Education:**

State University of New York US-New York-Brockport  
 Bachelor's Degree, Business Communications/Advertising; English

**ADDENDUM**

**Use of Interpretative Analytics and Analytics-Based Recommendations In B2C Environments:**

- **6/2008-10/2008 Contract**
- **Fitzgerald & Company:**
  - Provided interpretive analytics for strategy on interactive marketing and advertising client campaigns and recommendations for major brands, including:
    - Porter Cable
    - Aflac
    - Quickcrete
    - Intercontinental Hotels Mexico
    - Pergo Floors
    - Haverty's Furniture
    - Crovac
    - Black & Decker

- **2/2006 – 7/2006 Contract**
- **ResponseMine Interactive Marketing Agency:**
  - Provided interactive analytics for media planning, buying and campaign management including paid search, lead generation, telesales integration with microsite development, A/B testing, analytics and more for national brands clients, including:
    - GMAC Auto Insurance
    - Liberty Mutual Insurance
    - Home Depot
  
- **10/2005 – 5/2006 Contract**
- **Intercontinental Hotels Group:**
  - Provided interpretive analytics for strategic interactive media planning, buying and campaign management including paid search and SEO for 75 US-based hotels, including:
    - Intercontinental
    - Holiday Inn
    - Crowne Plaza
  
- **11/2000 – 5/2002 Full time Job**
- **Careerbuilder.com-Headhunter.net—Norcross, GA: Marketing Web Site Manager**
  - As content editor/user manager for second most highly trafficked employment web site on the Net:
    - Utilized real-time daily usage analytics to:
    - Manage and optimize web site content messaging
    - Manage usability testing to improve job searches, resume postings and consumer sales.
    - Manage total website overhaul to improve delivery, appearance and messaging to measurably improve, repeat visits and usage, revenue and services buy-in
    - Optimize messaging and integration of branding collateral, billboard ads, media placements, annual report and more