

EUGENE O'ROURKE

Online Marketing Director ▪ Digital Growth Expert

Jacksonville, FL
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Marketing leader with over 8 years experience driving revenue and profit increases through online and digital media by developing strategic partnerships, capitalizing on new and emerging technologies, and developing clear brand messaging.

Large network of contacts in online industry, in-depth knowledge of web production technologies, and unique combination of creativity and analytical expertise. Proven ability to build and manage cross-functional teams to drive transformational change.

CORE COMPETENCIES

- Search Engine Marketing
- Display & Remarketing
- E-Commerce Operations
- Project Management
- Affiliate & Referral Programs
- Lead Generation
- Business Development
- Profit & Loss
- Web Analytics & Optimization
- Technology Integration
- Strategic Business Planning
- Social Media Marketing

PROFESSIONAL EXPERIENCE

WEB.COM GROUP, INC.

2007 to Present

Online Marketing Manager

Develop and execute multi-brand marketing strategies, promotions, and retail advertising for business units operating internationally. Hold P&L responsibility, manage a cross-functional team of professionals, and efficiently manage a multi-million dollar marketing budget.

- **Drove 17% increase in sales year-over-year** by transforming company's digital marketing channel mix, management, and optimization.
- Launched targeted advertising offering an array of opportunities for advertising partners, generating over \$100,000 in revenues within the first 2 months.
- Played a key role in the development of new diversified marketing strategies that include print, radio, television, and online.
- Revived affiliate and referral channels to drive an **83% increase in sales year-over-year in just 12 months**.
- Boosted conversion rates 163% through strategic test and optimization initiatives.

FUSION CREATIVE MARKETING

2006 to 2007

Online Marketing

Led a cross-functional team responsible for the development, execution, and management of all online marketing and digital media services for company and clients.

- Established the company's first digital media department, **more than doubling billable revenue** on major account within 12 months.
- Developed and executed strategic campaigns for political candidates and initiatives, leading to an **81% favorable landslide** at the polls.

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Online Marketing (continued)

- Formed the company's first strategic alliances and co-marketing programs with numerous partners.
- Created and executed multi-channel marketing campaigns that boosted client website and local traffic, revenues, and e-commerce sales.

VALDOSTA STATE UNIVERSITY

2004 to 2006

Web Team Supervisor

Developed and maintained university departmental online properties, marketing campaigns, and event sponsorships.

- **Improved productivity 20%** by revamping digital asset management and streamlining production process.
- Designed and launched numerous innovative features that established the university as a thought leader in technology.
- Played key role in re-launch of university branding and messaging, only the second time a major digital brand refresh was performed in the university's history.
- Web Administration Award Recipient.

EDUCATION

Baker College, Flint, MI - BBA Marketing & Management