

# VINSON FETTY

PPC DIRECTOR / SEM SPECIALIST

[vin@codedependant.com](mailto:vin@codedependant.com)

(719) 297-1435

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*Recognition*      Featured in Google's internal newsletter in 2005 for getting keyword cost on their partner network to historic lows.

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*Overview*      10 years of pay-per-click (PPC) advertising management and affiliate programs management

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Landing page A/B testing that yielded a 100% ROI

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Ad copy testing that increased click-through-ratio (CTR) by 26%

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Continual assessment of keyword campaigns that reduced overall cost-per-conversion by 56%

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Created and oversaw Google AdWords campaign with an average budget of \$300,000/month

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Increased monthly profits by more than \$50,000

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Managed staff of 10 employees

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Responsible for hiring and firing

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Over 4 years of experience managing customer databases

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*Experience*      Home Business Success Academy      01/2011-10/2011  
Lead Web Analyst

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Increased efficiency of overall ad campaigns by 10%

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Set up visitor flow and sales funnels

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Optimized HTML tags, folder names, page names & descriptions to improve SEO

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Integrated email campaigns utilizing Sendpepper/AWeber with custom lead capture

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Verified that all code is W3C.org compliant and cross-browser compatible

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Implemented and utilized CPV Lab for campaign tracking

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Fanpage, landing page and hard sell page creation & implementation (Wordpress)

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Extensive testing & reporting on major web projects

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Oversaw 150 active domains

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MySQL database design w/custom queries

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Discover Vancouver, Inc.

2007-2010

Senior Web Analyst

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Implemented and oversaw PPC/CPV campaigns

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Oversaw affiliate marketing campaigns

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Responsible for search engine optimization

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Developed a strong link building campaign to further improve SEO

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Optimized HTML tags, folder names, page names & descriptions to improve SEO

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In-Depth Google and Woopra web analytics reporting

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Utilized PHP for in-depth visitor tracking

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Leveraged Google-specific site maps and robots.txt files to ensure crawling of deeply nested pages

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Implemented 301 redirect strategy to reduce impact of site conversion

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Verified that all code is cross-browser compatible

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Visitor flow architecture and navigation design

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Implemented the use of content management system (Expression Engine)

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Managed multiple Apache web servers

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Implemented MySQL database integration

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Managed team of eight forum moderators

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Direct Business Solutions, Inc.

2004-2007

Search Engine Marketing Analyst

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Developed and managed highly-targeted PPC/CPV lead generation campaigns, averaging 2500+ leads/day

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Managed Google AdWords campaign with an average budget of \$300k/month

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Managed 7Search, MSN Ad Center and Overture campaigns with an average budget of \$18k/month

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Responsible for in-depth market and traffic data analytics utilizing Omniture, Google Analytics and more

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Responsible for extensive multivariate A/B testing

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Increased click through ratio (CTR) 26% on all campaigns

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Increased user form completion on all sites from 1:10 to 1:5

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Increased monthly revenue by 50%

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Reduced Cost-Per-Conversion by 56%

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Increased organic traffic by 23%

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Responsible for the distribution of leads to affiliates

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Oversaw affiliate marketing campaigns and buyer relations

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Responsible for click fraud detection, reporting and AdWords refund requests

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Oversaw all aspects of search engine optimization

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Optimized HTML tags, folder names, page names & descriptions to improve SEO

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Managed keyword density of copy to improve organic search results

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Created landing pages with specific visitor flow and sales funnel

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Created custom PHP/MySQL lead generation system with event filters

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Developed multiple dynamic lead driven websites

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Implemented the use of content management system (Interspire Website Publisher)

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Managed staff of eight data entry and supervisory employees

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Logistart, Inc.

2000-2004

Online Campaign Manager

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Lead generation and PPC campaign creation and management (Overture and Looksmart)

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Oversaw affiliate marketing campaigns and buyer relations

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Website and dynamic forms development and implementation using PHP/MySQL

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Corporate identity creation

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*Technical*

XHTML

PHP

RSS

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HTML

CURL

XML

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CSS

JQuery

MySQL

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*Tools  
and  
Software  
Applications*

Google Analytics	Expression Engine	CPV Lab
Omniture	Wordpress	Dreamweaver
Woopra	Microsoft Office	Linux/Apache/Centos
Google AdWords	Clickbank	Javascript
7Search	LinkShare	Invision Power Board
MSN Ad Center	Commission Junction	Expression Engine
Yahoo Advertising	PayPal	Wordpress
LeadImpact CPV	Google Checkout	Sendpepper
SEOMoz	Worldpay	AWeber
Wordtracker	Amazon S3	Office Autopilot
Adobe Photoshop & Illustrator	Interspire Website Publisher	Mac OS X & Windows 7/Vista