

Marshall Sponder

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Profile

Web Strategist fully versed in Social Media & Analytics

providing data analysis & strategy guaranteeing ROI & Share of Voice.

Industry thought leader. Renowned blog on web metrics & social media. Conference Speaker.

Experience at major corporations & working with online marketing agencies,
with knowledge of & access to vast array of current & upcoming analytic tools.

Professional Experience

Independent SEO/Analytics Specialist, NOW-SEO, Brooklyn, NY
Various B2B clients including the New York Times & digital ad agencies.

2003—Present

Highlights of Projects:

- Used Omniture Site Catalyst & Discover2 Site Analytics platforms to analyze branding effectiveness of 2 major Brands & recommended if they should be split or not.
- Show impact of blog columnists on major TV & Cable networks as it impacted **New York Times** traffic.
- Authored Social Media Measurement Best Practices Guide for major electronics company instrumental in showing Social Media ROI for its campaigns. Also wrote Web analytics Best Practices Guide for division of large manufacturing conglomerate focusing on Web Trends & Google Analytics.
- Designed Social Media Scorecard, including ROI tracking, for large Children's furniture site using combination of Omniture Site Catalyst, Ranking Reports, & Google Analytics.
- Created groundbreaking online marketing plans for musicians, visual artists, & internet celebrities such as Juliette Powell (Author, **33 Million People in the Room**) leading to major improvements on their sites & leading to more bookings due to my strategy recommendations.

Senior Web Analyst, Insights Group, MONSTER WORLDWIDE, INC.

Jan 2008—Jun 2009

Provide Site Analytics for effective business decision-making for Monster.com. Also for Affinity Labs, Military.com, Fastweb.com, MonsterTrak.com, Jobs.com, and various Monster Tier 1 International Sites

- Developed Social Media Framework measurement document covering what Social Media to track & how.
- Completed Comscore Media Metrix Audit for Monster Worldwide, Inc, saving company \$200,000 in 2009/2010.
- Produced Search Reporting linking multiple Monster properties together providing key insight resulting in 50% increase in Search Engine Traffic year to year.
- Designed & presented Social Media Case Study at "Search Engine Strategies 2008" on effect of Social Media on increasing new visitors to Military.com. Brought together Monster.com & Military.com (a Monster subsidiary) & Buzzlogic.

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Professional Experience (continued)

Web Analyst, IBM.COM, White Plains, NY 2003—2008
Provided analysis of Search Engine Metrics, Web Data Metrics, & Search Engine Optimization.

- Combined site analytics, qualitative data, virtual world analytics & Seibel data for IBM's Virtual Business Center resulting in \$1.6 M of identified revenue opportunity for IBM's effort in Second Life Virtual World.
- Envisioned, improved & maintained brand monitoring dashboards for web effectiveness at IBM.com combining qualitative & site analytics measures onto one scorecard.
- Also executed scorecard of IBM Pressroom, combed Marketwire metrics on Press Release distribution with IBM site analytics. Showed pressroom team, for the FIRST time ever, the value of their press releases.
- Measured effectiveness of branding campaigns around IBM BladeCenter & proved, for the FIRST time, a 25% sales lift & a 35% traffic lift on Blade keywords to IBM.com Systems group during campaign run by Ogilvy for IBM. Proved 10% lift in IBM Internal Search for Blade keywords during the same period. This work supported decision to engage Ogilvy.

Prior Experience includes

UNIX Consultant, various companies, New York, NY 1993—2001

Education

BARUCH COLLEGE, Continuing Education Division, New York, NY
Certificate of Marketing Management, 2002—2003

NEW YORK INSTITUTE OF TECHNOLOGY, New York, NY
MA, Media Studies, 1989

HUNTER COLLEGE, New York, NY
BA, Major: Art; Minor: Psychology, 1980

Professional Memberships & Activities

- **Board Member Emeritus**, Web Analytics Association, Columnist, **Entrepreneur Magazine**
- **Blogger**, www.webmetricsguru.com , www.theanalyticsguru.com, www.artnewyorkcity.com,
- **Member**, Search Engine Marketing Professionals Organization (SEMPO)
- **Member**, New York Blog Academy
- **Co-Owner**, BlogSpeedway.com Blog Network consisting of 25+ bloggers who are subject area experts in a variety of verticals
- **Chat Moderator**, Search Engine Workshops
- **Speaker** at Social Media Jungle, Search Engine Strategies, Online Marketing Forum, Ultra Light Startups, Social Networking Conference, & attend others as a member of the Press due to blog, webmetricsguru.com