

ANDREA BERTONE  
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I am a metrics-driven marketing professional with a focus on optimization, conversion, retention and analytics. I am passionate about making complex analytical information understandable and actionable to every employee in an organization.

## Work Experience

### **360training, Inc. – Senior Manager, Web Marketing**

October 2008 – Present

Responsible for all web marketing and develop for over 20 industry specific web portals with a focus on customer acquisition and increasing conversion.

- Increased B2C sales delivering the best quarter in company history with March 2009 revenue topping \$1M
- Create and manage the web development process including day-to-day management of the project timelines and resource planning
- Developed new style guide for all web portals delivering an immediate 66% increase in conversion rates
- Manage an offshore team of web developers and SEO specialists
- Mentor and grow a high performance web marketing team in the corporate office, including SEM, Affiliate and Email marketing
- Created new email marketing strategies quadrupling open rates and conversions
- Improve quality assurance process to decrease website errors therefore improving customer service
- Work closely with business development to plan and launch new websites on an ongoing basis

### **lynda.com, Inc. – Online Marketing Manager**

October 2006 to August 2008

Increased customer acquisition and retention utilizing web analytics to drive marketing optimization.

- Developed KPIs and actionable reporting for the executive team
- Lead monthly analytics review with executive team and department heads to share trends and observations
- Work across multiple teams including marketing, product management, video production, sales and customer service to share data and discover opportunities for improvement including:
  - Landing page optimization for maximized conversion
  - Improved customer retention emails for increased lifetime value
  - Correlating content production to acquisition and retention trends informing the product roadmap
  - Created 2008 Online Marketing plan forecasting increased revenue, subscribers and retention based on historical performance and industry research to prioritize projects by their potential ROI. Set yearly plans and goals involving:
    - Web Analytics
    - Conversion Optimization (Improving website to increase acquisition and retention)
    - Customer Retention Program
    - Affiliate Marketing
    - Email Marketing
    - Search Engine Marketing
    - Product Launch Strategy
    - Social Media Strategy
  - Continuous improvement to all mass email communication to increase open rate, click thru and conversion without increasing subscription opt-outs
- Manage ongoing relationship with strategic partners such as Adobe and Apple
- Increased natural search traffic 225% in last year
- Serve as subject matter expert and evangelist of web analytics, data warehouse and site metrics.
- Developed affiliate program including vendor discovery, communicating asset needs with marketing and working closely with engineering to implement tracking
- Managed Omniture implementation, training and distribution to all stakeholders. Took a key role in understanding different business needs to ensure our web analytics and website reporting could support them.
- Developed and analyzed customer surveys to provide insights on retention and acquisition trends
- Worked with Event marketing to create pre- and post-show emails as well as measure event ROI
- Led discovery and served as project sponsor for replacing Email Management System with new best of breed service focusing closely on API capabilities to improve our homegrown customer retention program
- Managed GoogleMini Search Appliance for onsite search. Mined successful and unsuccessful search data to inform the product roadmap

### **lynda.com, Inc. – Consultant**

March 2006 to October 2006

Worked with web development team to implement new design to lynda.com. Worked to optimize website for natural search. Utilized skills in CSS, XHTML, SQL, ASP and ColdFusion to update and extend existing website.

### **Five Star Billiards, Inc. – Owner**

February 2002 to December 2006

Built start up online retail business from concept to delivery with first year sales over \$1M.

- Utilized data-driven approach to select market and product to build business
- Web site development and marketing
- Managed vendor relations and utilized technology to create the largest website in the billiard supply business
- Managed customer support and sales

### **Bertone Advertising, Inc - Owner**

September 2000 to December 2005

Business development and ongoing systems and process management to stay on top of the changing Internet economy.

- Developed a systematic approach to attain top search engine positions
- Created Email marketing systems and strategies
- Built online bid management process
- Web site development and consultation, including creative direction
- Search Engine Optimization (SEO)
- Database management and development
- Conceived and executed case study business including Five Star Billiards, Five Star Ponds and Five Star Gaming
- Maintained client list including small business to Fortune 500

### **KB HOME - Training and Design Specialist**

January 1999 to May 2001

Development and design of training materials for various functional areas of the Home Building industry.

- Developed instructor-led training materials
- Developed interactive training materials for flash based intranet training
- Managed new hire testing process
- Managed, planned and executed company wide monthly learning events
- Material and presentation development for monthly, function specific, learning events
- Database management and development
- Intranet project management

### **Sheraton Cerritos - Front Office Manager**

September 1992 to January 1999

Responsible for all Reception areas including Front Desk, PBX, Bell Desk and Concierge

- Responsible for interviewing, orientation, training, work schedules, job requirements and disciplining
- Prepare and monitor staffing guidelines and payroll expense
- Prepare operating expense budget and monitor expenses
- Initiate proper emergency response procedures
- Counsel employees on performance related issues
- Create a positive guest experience
- Ensure that all Reception employees maintain a professional appearance and cordial attitude, ensuring quality guest services at all times
- 1993 Employee of the Year

## **Education & Training**

### **Certified Landing Page Optimization Expert**

May 2008

### **Predictive Analytics for Business, Marketing and Web**

October 2007

### **Fullerton College**

2005 to 2006

### **Woodbury University**

1995 to 1997

Bachelor of Architecture Degree - 2 Years Degree Work Completed

## Technical Skills

### Expert user:

- Omniture SiteCatalyst and Discover
- Google Analytics, AdWords and Website Optimizer
- Urchin
- XHTML
- CSS
- Word, Excel, PowerPoint and Access
- Adobe Illustrator, Dreamweaver and Fireworks
- SEO/SEM

### Proficient in:

- Adobe Photoshop
- ColdFusion
- SQL
- XML
- RSS