

JILL KEOGH

Online Portfolio: JillKeogh.com | email: Jillkeogh@gmail.com | 630.310.0637
5706 Riverview Drive, Lisle, IL 60532



INTERACTIVE/DIGITAL/ONLINE MARKETING

Email | Website | eCommerce | Online Community | Social | SEO | PPC | Data | Project Management

New-age, technical marketing strategist leading innovative projects and teams; advanced consumer marketing

Exceptional record and **uncommon combination** of award-winning **business development** expertise and **14+ years in hands-on interactive | digital | online marketing**. analytic, technical, and detail-oriented marketer with proven ability to quickly understand goals, resources, and operations across complex organizations; expert at building / managing teams, shaping processes and revitalizing marketing efforts.

New and existing products/services; new and existing market development; local/domestic/international

CORE COMPETENCIES

• Web 2.0, Email, SEO, SMS & Data Marketing	• Writing and Editing – Content Optimization
• Interactive Strategy & Planning	• Conversion Optimizations: e-commerce, Responsive, Social
• Interactive Project & Client Management	• Process Improvements & Campaign Management
• Competition Research & Strategy	• Dashboards; Quantitative and Qualitative Analysis
• Analytics, Social Monitoring & Optimization	• Project Life Cycles: RFI, RFP, SOW through Delivery
• Contract Negotiations & Vendor Management	• Team Builder and Leader
• Digital Resources and Budget Management	• Multi-vendor/agency design, UX, content implementations

JillKeogh.com

June 2013 to present

Freelance online marketing execution, Write.com online content author, and online marketing strategy.

Becker Professional Education (Division of DeVry University) – Downers Grove, IL

July 2012 to May 2013

Manager Digital Marketing

Becker is the industry leader in CPA Exam preparation courses and CPE certifications for CPAs.

Brought on board to lead website rebuild, SEO, and email strategy and initiatives.

DIGITAL INTEGRATIONS – Emphasis Website/SEO/Email; vendor management; digital budgets; reporting; PM

- Strategy and analysis of **50,000+ (PPC) paid search & 5,000+ organic keywords** to obtain the **top 100 most-relevant, exact-match** keywords;
- SEO strategy and execution achieving 600+ relevant keywords on Google page 1 (SERP). Created 4000+ URL SEO strategy to maintain search “juice” after website migration
- Becker strategist and technical liaison for DeVry IT/agency/developers/vendors for site build and SEO, DNS, domains, and hosting migration to new Becker.com website
- **Appointed to DeVry CMO committee on SEO**
- Built custom **C-level digital dashboard: 35+ charts** measuring digital channels (see Jillkeogh.com)
- Tools: Brightedge (SEO), Google Adwords, (SEO/PPC) and Analytics, Google+, Excel, Wildfireapp.com

“Jill was a highly valued member of my digital marketing team, with responsibility for the Becker website along with Search Engine Optimization. She led the implementation of a new tool (Brightedge) and took optimization to a whole new level at Becker. She was a critical member of the website redesign team, demonstrating her technical abilities in working with the various agencies involved in the project. Jill also established a new monthly digital scorecard which was a significant undertaking.

Overall, she has very strong digital acumen and brings a lot of experience to the table – along with her high level of passion for all things digital!” - Susan Burns, Director of Marketing at Becker Professional Education

ALLANT GROUP – Naperville, IL

February 2011 to June 2012

Client Solutions and Digital Account Management

Allant specializes in custom marketing database builds and third party partnering to deliver interactive and traditional marketing solutions for household name brands including Comcast, Nationwide, US Cellular, American Express,

Brought on board to provide interactive expertise for database driven email and integrated website solutions.

INTERACTIVE MANAGEMENT – Emphasis Website/Email; SOWs; reporting, multi-vendor project management

- Account Manager for Comcast; Internetessentials.com site **development lead** and technical PM of **9 Interactive vendors on \$1 million web site**, including agency and NBC Universal.
- Client-facing role requiring exceptional communication skills and online marketing expertise to discover needs, solve problems, and translate technical developer’s concepts to non-technical stakeholders and vice versa. Broad knowledge of applications and solutions and ability to justify value.
- Analyzed scope of **100+ Interactive SOWs** and billing statuses. Uncovered **~\$700k in missed billings**;
- Created C-level report of budget vs. actual FTE. Basis of **\$62K/month increased retainer**.
- Developed process improvements for custom email program that generated 60 million+ monthly email deployments; managed billing and status of **SOWs** for client’s 7-figure email marketing budget
- Worked cross functionally with clients, sales, service, DP, IT, finance, account GM, analytics team, vendors, and developers to develop and manage Web site and email SOWs and projects
- Growth and acquisition strategies; solutions architect and proposal manager for Comcast, Costa, Nationwide, Charter, and AMEX
- Worked with the VP of Analytics to produce the Solutions Reference Guide to give Allant’s sales force high-level insights into analytic modeling solutions, price ranges, and applications.

“Jill was a much-needed addition to Client Services, as we worked to build out our client-facing, interactive marketing operations function. Jill has a wealth of knowledge across the entire interactive marketing spectrum, such that she could comfortably engage in strategic conversations with the client, manage the internal resources necessary to complete a wide variety of client projects, and serve as key operational liaison to several of our interactive vendors.

Jill served as a key resource to others in Client Services who were considerably less familiar with interactive marketing concepts and execution support. Additionally, she was able to identify resource and knowledge gaps and provide improvement recommendations to Senior Management.

Overall, Jill was valuable to her client, vendors, account team, peers and management.” - Jen Williams, Vice President of Client Services

BENET ACADEMY – Lisle, IL2000 to 2011**Assoc. Director of Development for Alumni; Online Marketing Manager***Benet specializes in a demanding college prep education drawing enrollment from west suburban Chicago area*

Brought on board to “awaken a sleeping alumni base.” Led strategy and implementation of interactive marketing.

INTERACTIVE INNOVATION – Emphasis Email/Web/Online Community/Social/SMS; vendor & project mgmt.

- 10+ years **hands-on** interactive and new media marketing; Grew alumni revenues 5-fold over 10 years
- Redesign and re-platform Benet.org main site and online community migration. CMS site build and ongoing site management. **Saved \$100K+ and cut project time 6 months** compared to outsourcing
- Managed CRM software and technical integration of multiple data feeds; managed email creative and content, best practices, deliverability, testing, and campaigns; Built ground up email marketing program resulting in **1200% opt-in subscriber growth over 10 years.**
- Advocated for and implemented **Linkedin, Facebook Page & ads, Youtube, Twitter.** Managed groups, postings, and daily oversight. Grew online community members to 70% of addressable alumni
- **Grew applications for new students 33% in 1 year (2010 to 2011); reversed a 4-year declining registration trend.** Implemented databased **SMS text/email/ broadcast system**

MARKETING SHERPA – Rhode Island2003-2005**Email Tech Editor & Writer***Marketingsherpa.com specializes in research and how-to guides for Marketers; Circulation ~230k weekly readers***INTERACTIVE MARKETING VISION AND THOUGHT LEADERSHIP – Emphasis Email**

- Attacked complex world-wide challenge of email filtering in the early 2000s.
 - Research author of the breakthrough *Permission Emailers Guide to Avoiding Filters*
 - Best seller for 2 years on MarketingSherpa.com
- Co-Authored *The Buyer's Guide to Broadcast Email Firms (Second Edition)*
 - Compared 51 Email Service Providers with market segmentations in a 346-page guide

“Jill did a fantastic job of researching a complex and (at the time) little-known topic – email deliverability and filters that affect marketers and online publishers. She forged deep relationships, virtually and in-person, with sources in the industry who normally did not speak with the press on the topic. She then was able to translate technical concepts into plain English for our readership of businesspeople, so they could readily understand the topic and what actions they should take for their companies to succeed. It was a pleasure working with Jill and I would do it again.

Top qualities: Great Results, Expert, High Integrity “ Anne Holland – Founder, MarketingSherpa.com (Dec. 2011)

KONICA- MINOLTA1992-1999**Branch General Manager** *Appointed by Minolta President.**“A global, innovative corporation that continues to create inspiring products and services in the field of imaging”***LEADERSHIP AND TEAM BUILDING – Emphasis Business Development/Management/Sales/Operations**

- Managed 100 employees across multiple departments; branch sales strategy and objectives to achieve \$15 million revenues. P&L, facilities, and strategic cross-functional integration of departments
- **16 consecutive President's Club awards; FY '95 #1 Branch in Nation in GP%** (Konica – Minolta)

EDUCATION Bachelor of Science, Marketing.Northern Illinois University, DeKalb, IL