

**Anthony Wm. Robinson**  
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**Atlanta, GA 30328**  
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**EXECUTIVE SUMMARY:**

Extensive Online Marketing/Advertising experience in Media Planning/Buying, Customer/Lead Acquisition, Digital Marketing Strategy/Execution, and Ad Campaign Management/Analysis utilizing Search Engines, Mobile, Social Media, Affiliate, and Display platforms to generate Leads and Revenue.

- Experience with Google DFP and Adroll for display and mobile ad serving configuration.
- Experience with Marketo, Silverpop, Adobe, Hubspot, Campaign Monitor and Sitecore.
- Work with IT to develop infrastructure needed to serve digital ads on various platforms.
- Demonstrated capacity to effectively execute analysis, and project management across multiple, detailed system implementations, with custom applications.
- Strong track record working in matrix environments.

**PROFESSIONAL HISTORY:**

**10/2014 – Present**

**LOOK INNOVATIVE AGENCY**

**Atlanta, GA**

**Digital Marketing Director**

Managed and optimized Digital campaigns for external and internal clients via Search Engines, Display, Mobile, Lead-generation and Social Media platforms.

**Services:** Search, online social media, direct marketing and media planning/buying strategies for clients.

- Lead all digital marketing initiatives including search engine optimization, search engine marketing, social media marketing, content marketing, email marketing, campaign landing page development, retargeting and marketing automation. Applied experience, deploying display ad servers to meet goals and integrate with content management systems.
- Implemented conversion optimization testing, dynamic phone number tracking, tag management and closed loop web analytics.
- Moved all digital marketing in-house from an external agency and increased paid search leadsthrough rigorous A/B testing and campaign optimization
- Reduced cost-per-lead metrics while increasing overall lead volumes and conversion.
- Developed and Managed all CRM touch points including direct marketing, email marketing, retention strategies, and new customer acquisition initiatives.

**10/2012 – 10/2014**

**INFOR GLOBAL SOLUTIONS**

**Atlanta, GA**

**Senior Digital Planner/Buyer**

Leveraged Google DFP and Adroll to develop, implement and support advertising/marketing campaigns for clients.

**Services:** Ad Serving, Yield Management, Mobile, Video, Audience Management, Rich Media, Rich Media Production.

- Producing strategic business process/re-engineering consultation as needed while performing multiple, technical projects. Conduct research on potential media opportunities for clients to reach their defined target audience online.
- Applied experience, deploying display ad servers to meet goals and integrate with content management systems.
- Serve as Digital Media Subject Matter Expert internally and externally, called upon to answer media-related client or internal team questions.

5/2005 - 12/2012

**CINCOM GLOBAL**

**Senior Manager of Online Media**

**Atlanta, GA**

Managed and optimized Digital campaigns for external and internal clients via Search Engines, Display, Mobile, Lead-generation and Social Media platforms.

**Services:** search, online social media, direct marketing and media planning/buying strategies for clients.

- **Major Wins: Newell Rubbermaid, Clorox, JP Morgan Chase, UBS Jersey, Alcatel, BlueChoice, City of Tampa**
- Developed, managed and implemented social and online media campaigns to drive client's objectives, including SEM campaigns, targeted social ads and media channels.
- Identified and tracked online media buying opportunities and determine profitability of online campaigns.
- Analyzed campaign performance to fine-tune digital advertising programs with GoogleAnalytics.

1/2000 - 5/2005

**SPRINT E | Solutions**

**Atlanta, GA**

**Digital Advertising/Marketing Contractor/Consultant**

Managed client's user acquisition, conversion and retention initiatives through SEM, online advertising, email marketing, and other social/viral marketing channels.

**Services:** search, online social media, direct marketing and media planning/buying strategies for clients

- **Major Wins: E Trade, CBS Sportsline, Aramark, CitX**
- Analyzed campaign performance to fine-tune current marketing programs with internal and external analytical tools -- Coremetrics and Google Analytics.
- Supported the creation and implementation of direct marketing strategy for external and internal websites including A/B testing initiatives, brand compliance, and overall conversion improvements.
- Implemented and managed low cost online user acquisition programs for advertiser offers.
- Established successful partnerships and generated new business opportunities with publishers and advertising networks to meet financial targets and provide opportunities for growth.
- Worked with creative designers to create high-impact creatives - emails, interstitials, and banners.

3/1995 - 1/2000

**INTERMEDIA/DIGEX**

**Atlanta, GA**

**Major Account Manager**

New business development with Fortune 500 companies selling information services at the C-Level in new vertical markets such as insurance, retail, direct marketing, and consumer packaged goods.

**Services:** Web Hosting, On-Line Information Services, Managed IT Services, Internet Service Provision, Frame Relay, Data Networks, Exchange Hosting

- Exceeded \$1M sales quota by 141% in 1999 selling \$1.7M
- **Major Wins: Martha Stewart Living, J. Crew, Kraft, Mercedes-Benz, and Nike.**
- Presidents Club 1996 – 1999
- Finished 1999 Ranked #2 Out of 12 Major Account Mgrs
- Developed and implemented strategy to focus on larger organizations with well-defined needs and to provide them with a high level of customer support.
- Pioneered new catalog personalization concept for J. Crew resulting in 8% increase in response rates

**EDUCATION** Ohio University US-Ohio-Athens BS./Health and Human Services