

> Objectives

- Director of SEO or Search Marketing within agency or in-house
- SEO team or agency operations management
- Develop & build natural search product/service offering
- Continued advancement & testing of SEO methodologies
- Foster continued growth & development of SEO within firm & team
- Speak on SEO topics

> Skills

- SEO – including content & technical site optimization
- Keyword Research
- Social Media
- Link Building
- Web Analytics
- Team Management
- Training
- Web design – tables-less, web-standards
- XHTML & CSS
- Project management
- Product development
- Product management

> Writing

- Multichannel Merchant
- CNET Blog Network
- Natural Search Blog
- MarketingProfs
- BusinessWatch Magazine
- SEOmoz Blog

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Covario, Inc.

Full-service search marketing firm providing Fortune 500 companies with software & agency service solutions for PPC, SEO, display advertising & social media programs.

www.covario.com

Senior Manager, SEO | 5/2010 – present

- Lead Madison-based SEO Services team of SEO Strategists.
- Assisted with department management: staffing, profitability, hiring, training.
- Developed & refined SEO services' methodologies & client deliverables.
- Lead strategic initiatives for key global brands.
- Consulted with internal product development & marketing teams around product development & social media presence and strategy.
- Served on Key Managers & Directors group.

Senior Search Consultant | 1/2010 – 5/2010

- Developed & lead strategic SEO initiatives for high profile global brands.
- Developed & refined SEO services' methodologies & client deliverables.
- Assisted with pre-sales analysis & recommendations.

Netconcepts, LLC (acquired by Covario, Inc.)

Natural Search Marketing solutions provider to Internet Retailer 300 ecommerce companies, specializing in the management of SEO strategies through natural search consulting & proprietary GravityStream™ SaaS search proxy technology.

www.netconcepts.com

Lead Consultant & Natural Search Marketing Strategist | 2008 – 2010

- Consulted & guided leading online brands through strategic SEO engagements.
- Developed & refined natural search marketing product offerings, methodologies & client deliverables.
- Educated & guided internal staff on SEO best practices.
- Key driver for development of internal training programs.

> Speaking

- American Marketing Association's Marketing Workshop ('08, '09, '10)
- Brandworks University 2009

> Education

- Executive Presentation Skills
- Professional Selling Skills
- Business Administration BA, Coe College
- Desktop Publishing

Netconcepts, LLC (continued)

Natural Search Consultant | 2008

- Oversaw SEO engagements with leading online retailers.
- Developed & delivered SEO strategies.
- Educated & trained client teams on SEO best practices.

Natural Search Analyst | 2007 – 2008

- Analyzed client websites for SEO obstacles & opportunities.
- Performed detailed keyword research.
- Constructed client deliverables.

Natural Search Program Manager | 2007

- Managed client engagements.

Identity Developments

Web presence development & management company targeting small to mid-sized organizations, providing website development, management, optimization, & search engine marketing.

www.identitydevelopments.com

Principal & Founder | 2003 – present

- Managed all aspects of the business: sales, marketing, client management & development.

Select Clients: Manitowoc Foodservice Group, TDS Telecom, Conney Safety Products, Krupp General Contractors, Doctor's Choice Supplements & Hostbaby.

Newell Rubbermaid

A \$5.6B S&P 500 global marketer of consumer & commercial products across a diversified portfolio of leading brands.

www.newellrubbermaid.com

Consumer Segment Manager | Eldon (Newell Office Products) 2002

- Led cross-functional new product development team focused on development of new product categories.

Product Manager | Newell Office Products 1999 – 2002

- Managed \$60M, 70% market share product category.
- Achieved 20% sales growth in 2000.
- Developed over 30 new products.

Associate Product Manager | Newell Office Products 1998 – 1999

- Managed \$31M Back-To-School (90% mkt. share & 13% sales growth) & miscellaneous office supply product categories.
- Developed over 10 new products.

Senior Account Representative | Newell Office Products 1997 – 1998

National Sales Rep | Levolor Home Fashions 1995 – 1997

- Managed \$1M annual sales territory.
- Created "Product Knowledge Training Manual" for accounts.