

# Gregg H. Hawkins

Los Angeles, California - (661) 205-2454 - gregghawkins@gmail.com

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## Education

California Polytechnic State University, San Luis Obispo

Bachelor of Science in **Business Administration**, December 2009

Concentration in **Marketing Management**

## Marketing and Sales Experience

### Online Marketing, Advertising and Blogging

December 2007 to Present

- Google AdWords search certified individual
- Proficient in paid search advertising with Google AdWords and Yahoo/Bing AdCenter
- Experienced with search engine marketing platforms Adobe SearchCenter and Kenshoo Local
- Google Analytics, keyword research, split testing, bid management, copy writing, and analysis
- Social media marketing, search engine marketing, affiliate marketing, community management
- Founder of music website, community, and forum [www.dropbeatsnotbombs.com](http://www.dropbeatsnotbombs.com)
- Maintain and manage personal blog [www.gregghawkins.com](http://www.gregghawkins.com)

### Deluxe Corporation

May 2011 to Present

*Campaign Manager*

El Segundo, California

- Management of small business client portfolio with a \$40,000 monthly spend
- Management of NewOrleans.com search campaigns with a \$100,000 monthly spend
- Responsible for campaign development for clientele and optimization of keyword lists and ad copy
- Procurement and setup of call analytics tracking numbers, proxies, and java script re-writes via Marchex
- Reduce of customer acquisition by implementing best practices and strategies of campaign development maximizing reach, scalability, and ROI to meet advertiser goals and objectives
- Daily use of Salesforce CRM for internal communications and automation processes

### DropBeatsNotBombs.com

November 2010 to Present

*Co-Founder*

Los Angeles, California

- Responsible for monitoring of user feedback, web metrics, and website maintenance
- Daily correspondence and relationship management with PR companies, managers, and artists
- Quality assurance and editorial supervision of the content published
- Manage web analytics, email newsletter, and social media marketing strategies

### Internet Brands, Inc.

November 2010 to May 2011

*Marketing Support Analyst*

El Segundo, California

- Oversight of search advertising for the health vertical with a \$10,000 monthly spend
- Implementing best strategies and optimization techniques reducing overall cost per lead
- Responsible for daily referral reports and monthly traffic reports for the Healthnews.org portfolio
- Provide account management, support, and quality assurance to the Health division inside sales team

### The Southern California Group

July 2010 to November 2010

*Entry-Level Sales Account Executive*

Orange, California

- Garnered purely performance based B2B and B2C sales experience, both prospecting and lead generation
- Focused on customer acquisition and retention acting as a liaison between customers and Fortune 500 companies
- Served as a team leader to develop and provide sales training to new sales representatives

### Students in Free Enterprise (SIFE)

September 2008 to February 2009

*Project Manager / Team Member*

Meritt International / Marketing Career Conference

- Delegated tasks and collaborated with team members about marketing initiatives
- Coordinated marketing strategies across various distribution channels, mainly web and print media
- Assisted in the planning and organization of the annual Cal Poly Marketing Career Conference