

Gregg H. Hawkins

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

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 through Google AdWords and Yahoo!/Bing Ads
- 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

Arvix, LLC

January 2013 to Present

Marketing Operations Officer

Los Angeles, California

- Responsible for implementing directives and growth strategies to meet company sales objectives
- Ensure consistent marketing message online and offline to strengthen market share and position
- Identify advertising and partnership opportunities, while providing marketing support for all channel efforts
- Provide a unified SEM strategy for all products, services, and branding online
- Prepare regular reports for departmental performance to track and monitor ROI from advertising efforts

Deluxe Corporation

May 2011 to January 2013

Senior SEM Campaign Manager/SEM Analyst

El Segundo, California

- Create, track, analyze, and optimize paid search campaigns on Google and Bing
- Build and manage display and retargeting campaigns for various clients in AdWords
- Management of small business client portfolio with \$40,000 monthly spend
- Management of our largest partner portfolio with ~1.5million annual 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 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

- Music blog with ~150,000 unique visitors, 17,000+ Facebook likes, and 2,400+ Twitter followers
- Daily monitoring of user feedback, web metrics, and website maintenance
- Event coverage and relationship management with PR companies, managers, and artists
- Quality assurance and editorial supervision of the content published online
- Analyze web analytics, email newsletter, and social media marketing strategies

Internet Brands, Inc.

November 2010 to May 2011

Marketing Support Analyst

El Segundo, California

- Oversee search advertising for the Health vertical with \$10,000 monthly media spend
- Implementing and executing best practices for optimization to reduce portfolio cost per lead
- Responsible for daily referral reports and monthly traffic reports for the Healthnews.org portfolio
- Provide cross functional support, account management, and quality assurance for the Health vertical

The Southern California Group

July 2010 to November 2010

Entry-Level Sales Account Executive

Orange, California

- Obtain performance based B2B and B2C sales experience through lead generation and prospecting
- Act as a liaison between customers and Fortune 500 companies, focusing on customer acquisition and retention
- Serve as a team leader to develop and provide sales training to new sales representatives