

# Scott Orth

Gresham, Oregon 97080

Cell: (503) 888-9381 • E-Mail: [scott.orth@gmail.com](mailto:scott.orth@gmail.com)  
([www.linkedin.com/in/scottorth](http://www.linkedin.com/in/scottorth))

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## Objective

To obtain a position in a Director or VP role where my skills in interactive marketing, client management, and business leadership will be used to increase efficiency, cost savings, and profitability.

## Education

**Bachelor of Science, George Fox University- December 2002**  
*Business Management and Information Systems*

## Experience

### **Director of Internet Marketing Strategies**

**February 2007 – Present**

*GTS, Inc., Portland, Oregon*

- Successfully planned, designed, and lead creation of Interactive Marketing department
- Lead team to successfully increase average client traffic by 159% and site conversions by 597% within six months
- Co-architect of [ScoreMyWebsite](#) (a unique industry specific optimization scoring tool), and co-lead product launch and marketing activities
- Negotiates contracts and manages relationships with vendors and traditional marketing agencies
- Provides leadership to web marketing and sales team of 4-6 people
- Ensures integrity and profitability of organic optimization, link development, and social media campaigns
- Manages execution and profitability of strategic Pay-Per-Click campaigns on Google and Yahoo!
- Creates campaign strategies based on web analysis and mixed (online/offline) marketing channel opportunities
- Leads appropriate implementation and use of analytic tools such as Google, Unica, Webtrends, ClickTracks, and others
- Manages multivariate testing and analytic campaigns to build sustainable profits through user-focused design
- Administers strategies for in-house print, video, and PR marketing activities
- Performs internal and external presentations, training, and campaign demonstrations
- Regularly speaks at search industry and GTS vertical conferences and events
- Writes monthly and bi-monthly Internet Marketing columns for numerous automotive and glass industry print publications

**Executive Director** (*Selytics, Inc.*), Portland, OR  
*Spun-off from Director of Search Marketing - Pop Art, Inc.*

**April 2004 – January 2007**

#### **Search Marketing Focus:**

- Rescued deteriorating relationships with key enterprise accounts within first three months
- Developed top search engine rankings, qualified site traffic, and targeted conversions for client accounts
- Performed organic Search Engine Optimization, link building, RSS development, and blog consulting

- Managed agency and client-side Pay-Per-Click campaigns on Google, Yahoo!, MSN, and secondary engines
- Built and managed successful e-mail Marketing campaigns and related monthly analytics
- Successfully utilized Web Analytic tools such as Webtrends, Click Tracks, HBX/Hitbox, and Omniture
- Performed regular business-to-business and business-to-consumer Web Marketing consultation

**Management Focus:**

- Successfully built internal Search Engine Marketing department from scratch
- Increased average Online Marketing campaign revenue by 800% within two years
- Built sophisticated services and proof-concepts to substantiate successful 230% increase of agency's hourly rate
- Managed client relation responsibilities for the overall consistency of campaign deliverables
- Performed enterprise-level sales presentations and campaign demonstrations
- Regularly presented Interactive Marketing materials at industry conferences and marketing engagements
- Wrote search related articles and white papers, and participated in regular blog activity for exposure and PR
- Managed long-term strategic applications and forward-moving business development plans
- Controlled executive-level business and marketing goals, plans, and objectives

**Vice President**

**June 1999 – April 2004**

*Premier Telecommunications, Inc., Clackamas, Oregon*

- Significantly increased revenue through effective Search Marketing techniques
- Regularly Negotiated contracts with vendors and business partners
- Designed ongoing Search Engine Marketing plan and projected budget for anticipated monthly sales volume
- Employed organic Search Engine Optimization tasks, link development campaigns, and content improvements
- Executed highly competitive Pay-Per-Click campaign on Google, Yahoo!, MSN, and secondary engines
- Regularly used Web Analytic tools such as Webtrends, Click Tracks, HBX/Hitbox, and Omniture to build data and fact-based traffic and sales projections
- Built on and offline campaign strategies to cohesively align messaging across channels
- Continually monitored advertising success and employed appropriate adjustments on a daily basis
- Mapped, designed, and built multiple e-commerce websites for enhanced visibility on the web
- Designed various databases to track daily, weekly, and monthly sales, cost, and total ROI metrics
- Managed legal, financial, and policy adherence issues as needed

**Board Positions**

**Co-founder and VP of Operations**

**2006 - Present**

*Search Engine Marketing Council of Portland ([www.SEMpdx.org](http://www.SEMpdx.org))*

**Online Marketing Advisory Board**

**2008 Term**

*Online Marketing Summit ([www.OnlineMarketingSummit.com](http://www.OnlineMarketingSummit.com))*

**Vice Chair – Member Retention**

**2006 Term**

*American Marketing Association – Oregon Chapter*

**Youth Jamboree Coordinator**

**2006 – 2007 Term**

*East Side United (FC) – Youth to Adult Soccer Association*

## Recent Speaking Engagements

### **Working with Ad Agencies**

International [Search Engine Strategies \(SES\) Conference](#); New York, NY and Chicago, IL  
International Search Engine Strategies (SES) Conference; Chicago, IL

### **Building Profits with Internet Marketing**

NACE Auto and Collision Conference; Las Vegas, NV  
Glass Build America Conference; Atlanta, GA  
Independent Glass Association Conference; Las Vegas, NV  
National Glass Association; Orlando, FL

### **Analytics – Beyond the Page View**

[PubCon Conference](#); Las Vegas, NV  
Client Conference; Las Vegas, NV

### **Introduction to Search Engine Marketing**

American Marketing Association – Oregon Chapter  
NACE Auto and Collision Conference; Las Vegas, NV  
Client Conference; Portland, OR

### **Applying Portfolio Theory to Online and Offline Marketing Investments**

Internet Professionals Network; Portland, OR

### **Successes in Search Engine Marketing – A How to Guide**

Excell – Executive Leadership Exchange; Portland, OR  
National Glass Association; Tucson, AZ

### **Understanding Your Client's Business**

International Search Engine Strategies (SES) Conference; Chicago, IL

## Current Magazine Columns

### **Auto Glass Magazine**

An [NGA magazine](#) – recently merged with Glass Magazine

- Monthly column

### **Glass Magazine**

The online glass industry resource

- Bi-monthly column

### **AGRR Magazine**

Online and print magazine devoted to the auto glass industry

- Bi-Monthly column

### **USGlass Magazine -**

“The magazine of influence for glass industry leaders”

- Monthly column

### **Collision Repair Magazine** - (to begin January '09)

Breakthrough business solutions for the collision industry

- Guest – possible monthly column

## Personal Interests

Away from work I enjoy spending time with family and friends. My interests include an array of movies and music, physical fitness, martial arts, and outdoor activities.