
RICHARD LEWIS

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Summary

I am an experienced leader responsible for the sales and marketing of multiple product lines in the interactive marketing space. I have a track record as a proven revenue generator in all market conditions. My depth of knowledge of the Internet comes from my eleven years of experience in search engine marketing, e-commerce, and affiliate marketing. I am a self-motivated professional who seeks out answers to solutions and brings new ideas to any discussion or problem. I have dedicated my life to these endeavors and bring that passion to whatever undertaking I am tasked.

Oct 2009 - Present	President <i>SEO Bounty</i>
May 2009 - Oct 2009	Project Manager <i>Customer Magnetism</i> <ul style="list-style-type: none">• Responsible for Implementing and guiding a team of professionals towards the completion of Organic and Paid SEM changes on clients' websites.• Communicating with clients and superiors on progress and updates of their ongoing Search Marketing Efforts
Jan 2006 - May 2009	PPC Manager <i>ReturnonAffiliate.com, Inc.</i> <ul style="list-style-type: none">• Google Certified Professional managing multiple accounts with a daily ad spend of \$3K over a four year period• Extending pre-existing marketing campaigns to the Yahoo Search Marketing and MSN Adcenter programs• Researched and generated thousands of keywords used for PPC campaigns• Used keyword tools to identify appropriate keywords for client campaigns• Responsible for the marketing and sale of 500,000 products, accounting for \$10,000,000.00 in revenue for Amazon.com in 2008
Jan 2006 - May 2009	Affiliate Marketing Management <i>ReturnonAffiliate.com, Inc.</i> <ul style="list-style-type: none">·Established relationships with affiliate marketing managers and sites with quality programs·Negotiated fair compensation with e-commerce sites for quality traffic and conversions·Comparison of pay-per-lead and commission-based affiliate programs·Utilization of affiliate tools and banners to drive traffic to sites
Jan 2006 - May 2009	Blogger/Social Media Site Manager <i>ReturnonAffiliate.com, Inc.</i> <ul style="list-style-type: none">• Created the first social media web site for affiliate marketing• Wrote and blogged on industry specific subjects• Recruited 2000 members to the site in a six month period
Oct 1998 - Jan 2006	Marketing Manager <i>Web Pages Now!</i>

- Creation of 20,000 unique web pages optimized to original PPC search engines, goto.com and findwhat.com
- Research using original keyword tools from goto.com and findwhat.com
- Listing and creating ads that appeared on PPC search engines

Bachelor of Arts

Christopher Newport University

