

Jay Shino

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Dynamic, hands-on marketing leader recognized for executing top-tier digital marketing strategies and tactics with a focus on e-commerce sales, customer acquisition, lead generation, and brand awareness. Focused on strategy through analysis, I have been able to create and optimize high-impact campaigns utilizing; data segmentation, technology, attribution and tracking, and creative design.

AREA OF EXPERTISE

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|--------------------------|--------------------------------|------------------------------|
| • Marketing Strategy | • E-Commerce | • Search Engine Optimization |
| • Paid Search Management | • Media Planning / Trafficking | • Email Automation |
| • Customer Acquisition | • Programmatic Media (RTB/DSP) | • Data Segmentation |
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PROFESSIONAL EXPERIENCE

PIXACORE DIGITAL AGENCY, New York, New York
Digital Marketing Director

1/2015 – Present

Execute digital marketing strategies and tactics for top pharmaceutical companies with a focus on driving brand goals to patient and healthcare provider audience segments. By implementing a multi-channel digital strategy leveraging paid search, programmatic marketing, social media, and email, we have been able to see over 300% growth in engagement across brand websites off 20% less media costs

- Day to day management of 5 paid search portfolios with a focus on driving website traffic, conversions, and user engagement
- Develop annual marketing plans across client brands with the goal of communicating brand goals across healthcare provider and patient data segments
- Research, recommend, and purchase all media for clients including; EMR/EHR, programmatic display, email, and social media placements. By implementing a DSP approach, we can now target specific segments of healthcare providers and patients that are most relevant to the brand goals while expanding our existing reach across websites
- Drive SEO strategies and optimizations across client websites with a focus on white hat best practices, content creation, and competitive research
- Recommend and implement all new marketing software and technology solutions used across clients. These solutions focus on analytics/visualization, email deployment, media management, and ad trafficking

GROUNDLINK.COM, New York, New York
Director Retail Marketing

2/2013 – 10/2014

Lead the planning and execution of digital e-commerce tactics with a focus on utilizing paid search, social media, email, retargeting, and programmatic campaigns to drive customer acquisition, product sales, brand awareness and customer lifetime value. By effectively managing and optimizing the \$2.2 million annual budget, I was able to increase customer acquisition and retention to drive over \$19 million in revenue from 141,000 online sales and cut the cost to acquire new customers by over 275%.

- Execute digital e-commerce strategy and tactics with the goal of increasing new customer acquisition and reservations. Leveraging data segmentation, programmatic buying, paid search, SEO, email, and social media, we lowered the cost to acquire a customer by over 275% while increasing overall sales by over 66%
- Buy and traffic all display media (Auction / Direct Buys) with budget of \$1 Million annually
- Launched mobile tactics to help build awareness and downloads of our mobile app. Over a period of 16 months, I generated 250K installs and migrated 18% of customers to book via the mobile app which translated into a \$500K cost savings
- Implemented marketing automation into our existing email flow to create a one-to-one communication strategy that helped increase repeat reservation by 35% and customer lifetime value by over \$80
- Day to day management of paid search campaigns with an annual budget of \$1.2 million. By leveraging bid management, content generation, attribution, and keyword optimization, we increased our ROI by 50% on our \$100,000 monthly spend

JRS DIRECT DIGITAL, New York, New York
Senior Digital Marketing Consultant

9/2011 – 2/2013

Provided on-site support for digital e-commerce clients, helping them define strategy while managing the tactical implementation and optimizations of their paid search, programmatic media, social, email, and affiliate campaigns.

- Implemented [Puzhen's](#) e-commerce strategy and tactics with a focus on website redesign, new customer acquisition, user retention and brand awareness campaigns. By utilizing programmatic media, paid search, and affiliate partnerships, I increased site traffic by 35%, which translated into a 15% increase in website orders
- Optimized Mitre Media's email newsletter campaigns by implementing email automation, responsive email templates, and stronger call to actions. Optimizations increased click rates by 200%, open rates by 125%, and reduced user churn by 20%
- Spearheaded e-commerce tactics for [Comodo.com](#) with a goal of increasing customer sales and free software downloads. By effectively managing paid search, display marketing, and affiliate campaigns, as well as introducing an A/B testing methodology, we increased customer acquisitions by over 25% within 6 months

FRONTCENTERMEDIA, LLC, West Chester, Pennsylvania
VP, Marketing and Business Development

6/2009 - 8/2011

Championed with developing the corporate marketing and sales strategy for a new custom publishing product launch called Refined Living Magazine. Tested and implemented innovative lead generation/nurturing, paid search, email, and social media tactics which helped increase new subscribers by 28% within the first 90 days.

- Provided strategic leadership across the business – presented to investors, board of directors and was key partner to CEO in implementing the marketing, public relations, and corporate branding tactics
- Launched and optimized paid search with a focus on developing innovative landing pages, expanding keyword sets and managing existing bid costs to ensure campaign profitability. Reduced monthly PPC costs by over 12% but generated 20% growth in sales
- Responsibility for the \$500K annual corporate marketing budget. By leveraging look-alike targeting, audience segmentation, lead nurturing / scoring, we reduced the cost to acquire a customer by 68%
- Hired and managed a top-flight marketing and business development team consisting of 6 internal sales professionals, marketing manager, graphic design and product manager

JRS DIRECT DIGITAL, New York, New York
Senior Digital Marketing Consultant

3/2003 - 5/2009

Provided on-site support for digital e-commerce clients, helping them define the strategy while also managing the tactical execution and optimization of paid search, programmatic media, social, email, and affiliate campaigns.

- Developed customer acquisition and monetization plan for a casual games website, www.greatdaygames.com. By utilizing a hands-on approach to paid search, I increased overall site traffic by 30% while increasing revenue by over 50%
- Responsible for www.holstedjewelers.com e-commerce initiatives with emphasis on driving customer sales and user retention. By implementing affiliate marketing, comparison shopping, paid search and display marketing tactics, we increased website purchases by over 1000% (500 to 6,000)
- Spearheaded display and affiliate marketing e-commerce campaigns for magazine publishers such as; Mariah Media, Meredith and Valuemags.com with the goal of driving new paid subscriptions across their magazine portfolios. These digital efforts generated over 1 million paid subscribers over a 3-year period

ENCORE MARKETING INTERNATIONAL, Lanham, Maryland
Director, Marketing and Business Development

12/2000 - 3/2003

Appointed by CEO to lead our digital e-commerce efforts across our product portfolio. By implementing a rigorous test plan, I was quickly able to evaluate tactics and prioritize marketing mix based on cost/sale metrics. By launching display media, affiliate programs, and direct network partnerships, we decreased our cost of acquisition by 28%, while diversifying over 30% of the business to online sales.

- Implemented A/B testing across all landing pages in effort to optimize conversion rates and increase ROAS. These optimizations increased conversion rates from 1.75% to 3.25% and customer retention by 26%
- Implemented the Encore affiliate program with Commission Junction, with the goal of driving customer sales on a revenue share basis. Program generated 15% of overall digital sales in year 1
- Negotiated, executed and analyzed display marketing campaigns to ensure a positive ROAS. With annual budget of \$500K, this channel generated over 20,000 new customer enrollments for our membership products

EDUCATION

Bachelor of Science, Marketing and Computer Science, LA SALLE UNIVERSITY, Philadelphia, PA.