

PAUL ALTABELLI

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Digital Marketing Executive

Online marketing strategist with over 18 years' experience. Extensive "hands-on" web and content development, usability, product, training and project leadership. Proven track record of delivering cutting-edge campaigns and innovative interactive strategies that accelerate growth, increase demand and maximize emerging media budget.

CORE COMPETENCIES

Web Development	Public Speaking	SEO/SEM/PPC	Digital Marketing Strategy
Process Strategy	Social Communications	Production Training	Web Marketing Analytics
Content Development	User Experience	Information Architecture	Presentation Design

PROFESSIONAL PROFILE

Leverage technology to expand reach, enhance marketing ROI and introduce lucrative new profit streams.

Developed products, marketing and training that drove \$500M+ in revenue over six years, including high-return services that resulted in hibu / Yellowbook selling 600,000+ turn-key website and internet video solutions.

Build best-in-class marketing / sales teams, develop disruptive strategies and inspire forward movement.

Facilitated SEO, SEM, website design and HTML training for 5,500 employees in in four countries (US, UK, India and Philippines), enabling traditional print advertising sales reps to meet the demands of a rapidly evolving marketplace.

Deliver high return digital marketing campaigns that increase traffic and connect with target audiences.

Earned praise from the Horizon BCBS NJ account manager for developing a highly effective campaign that is still active today and resulted in the client increasing their budget by \$1.05M per year.

PROFESSIONAL EXPERIENCE

hibü (formerly Yellowbook, Adworks, Pindar) – King of Prussia, PA

2007 – Present

Director, Website Products – hibü (2014 – Present)

- Product lead responsible for the definition, development, and strategy of the hibu Premium Websites -- the company's flagship product
- Continuously work with GTM strategy, US digital sales, and Customer Service training teams to create and develop internal processes, materials and tools to improve the understanding, communication, delivery to ensure a "best in class" of website product customer journey from sale to launch to post launch.
- Led top to bottom strategy, design, development and deployment of customer email journey from initial contact, through build stage, to website launch.
- Programmed, edited, and launched "hibupedia" an internal Sales, Customer Service, and Fulfillment wiki, detailing our website product definition and featuring articles covering SEM, SEO, mobile, eCommerce, online display advertising and social media marketing.
- Responsible for co-ordination and production of all website related launch internal, case studies, and customer facing materials.
- Defined, developed, and implemented written and design style guide and standard operational frameworks for website product and ancillary add-on products (ie hibu Appointments, video, etc).

Director of Digital Sales Training – hibü / Yellowbook (2012 – 2013)

Led a team of six to develop and facilitate training for a national sales force on new digital products and existing product upgrades.

- Developed sales and collateral for four national digital product launches – an ecommerce site, an online banner ad program, a partnered loyalty app and a business website package (including SEO and mobile optimization).
- Created and executed a nationwide sales training webinar for hibü's Online Display Advertising product, reaching 2,400+ sales representatives and managers.

Director, Go To Market Digital Lead – Yellowbook (2011 – 2012)

Defined Yellowbook's first eCommerce DIY product sales training. Led creation of national sales training presentation, training collateral and customer facing demo site. Directed sales collateral creative team.

Director of Internet Advertising, Yell Adworks (2007 – 2011)

Led 14-member team of direct and indirect reports, including web designers, programmers, copywriters and Internet strategists. Drove advertising product strategy, implemented best practices and spearheaded the first product expansion in the historically print advertising company's 80-year history.

- Created the process by which Adworks defined, designed, developed and deployed 300,000+ websites over four years, making the company the single largest producer of complete turnkey "brochure" websites in the US.
- Defined process to efficiently manufacture video at a low cost using on / offshore teams and launched in-house video department, which has grown into the largest producer of Internet marketing videos in the US.
- Developed "Foto Fusion" production software and oversaw creation of 250,000+ unique 30-second videos.
- Conceived and oversaw the design, development, deployment and training of a WordPress-based internal email generator, allowing Production and Customer Service teams to efficiently send 1M+ error-free emails since 2010.

Harte-Hanks – Langhorne, PA

2007

Search Engine Marketing Manager

Directed SEM and traffic / website analysis for Fortune 500 websites, including Black & Decker, Merck, Advanta, KIA Motors, Hyundai and Horizon BCBS NJ. Developed and led all SEM / PPC activities. Executed interactive strategy, development, maintenance and implementation. Managed vendor and outsourced development teams.

theMarketingCard – Cherry Hill, NJ

2006 – 2007

Director of Search Engine Marketing

Led website development, design, strategy and architecture for the innovative start-up. Leveraged SEO, article distribution, press release syndication and targeted social media marketing to ensure site efficiency. Developed SEM program, including PPC advertising for 75 companies.

Masterson Development – Fort Washington, PA

2002 – 2006

Director of Search Engine Marketing

Developed, co-designed and maintained five multilingual websites for the real estate development company. Created and implemented internet marketing strategies, including SEO, SEM and PPC campaigns.

- Developed campaigns that expanded brand awareness, generated sales leads and drove \$24M+ in revenue.
- Partnered with web design team to develop strategic web properties for multiple high-profile projects, from urban housing developments to a luxury resort in Costa Rica.
- Developed PPC campaigns to drive pre-sale inquiries to dedicated landing pages within each site. Leveraged analytics to increase marketing ROI and provide leadership with marketing effectiveness reports.

ADDITIONAL EXPERIENCE

Executive Producer / Co-Creator – “Village Voice Radio,” Village Media – New York, NY	2001
Sales Data Analyst – Omnient Corp – Blue Bell, PA	2000
Data Systems Analyst – US Interactive – King of Prussia, PA	1997 – 2000

EDUCATION

BSc, Business and Marketing – Rutgers University, School of Business – Newark, NJ	1997
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TECHNICAL EXPERTISE

SEM / SEO Tools: Google Analytics, Google Webmaster Tools, Google Adwords

Development and Creative Tools: CMS, WordPress, Dreamweaver, Fireworks, Photoshop, Adobe Premier, Captivate, Squarespace, DudaOne, iMovie, Final Cut Pro X

Additional Tools: Microsoft Office (Word, Excel, PowerPoint, Outlook), Visio, OmniGraffle