

Kim B. Biscoe

phone: 443-725-4203

email: kbbiscoe@gmail.com

Profile

Highly motivated and success driven professional with over 10 years experience in Internet marketing and web development. Offering a unique combination of technical and creative capabilities to find solutions, develop new ideas, and produce results.

Core Strengths

Search Engine Marketing
Search Engine Optimization
PPC pay-per-click
email & Banner Advertising

Web Analytics
Data Visualization
Multivariate Testing
Conversion Optimization

Web Design & Development
New Technologies
Social Media Viral Marketing
Rich Media and Video

- Expertise in directing Internet marketing strategies using large budget PPC campaigns
- Ability to interpret analytical data to improve and strengthen online marketing results
- Broad knowledge of social media development and viral marketing potential
- Hands-on project management experience with strong organizational structure
- Knowledgeable and experienced in new and emerging web development technologies

Professional Experience

Internet Marketing Specialist

2006 - 2000

Dormia, Inc. Jessup, MD.

Responsible for all Internet marketing strategies, including technical development of e-commerce sites, PPC search advertising, and Internet SEO strategies. Managed and directed monthly PPC budget of \$75k across Google, Yahoo, and MSN. Streamlined effectiveness and efficiency using analytics and multivariate testing to improve online results and strengthen marketing initiatives.

- Developed a formula that saved 20% of PPC spend while increasing effectiveness and ROI
- Implemented an organic SEO strategy that notably improved search engine rank and traffic
- Directed site redevelopment that produced significant gains in visitor retention and conversion
- Used the viral marketing opportunities of social networks to develop brand building techniques
- Setup and managed affiliate marketing programs using Commission Junction
- Created high-impact email marketing campaigns using iContact and Constant Contact

Web Development & Internet Marketing Consultant

2003 - 2005

Contractor/Consultant, Baltimore MD/Washington DC.

Contracted with LABAT-Anderson, an international consulting firm specializing in information systems and worked on several government projects. Consulted with clients to design and develop business and e-commerce sites.

- Built web portal framework used by the U.S. Citizenship and Immigration Service
- Designed and developed corporate, business, and e-commerce sites using CMS systems
- Implemented viral marketing programs for clients using social networking media

Senior Producer

2000 - 2002

Zombie, LLC. Seattle, WA.

Directed the development efforts of multiple high profile PC game titles from concept to final release. Performed administrative functions that established procedures, facilitated status meetings, reports, and project documentation.

- Managed development team of 30 programmers, game designers, and 3D artists
- Balanced project's creative scope and requirements with schedule and budget
- Identified and fixed interdependence's early before they become problematic
- Developed a strong organizational structure that assured quality and timely completion

Creative Director

1991 - 2000

AEON, Inc. Baltimore, MD.

Co-founded start-up computer games studio that produced several best selling and critically acclaimed game titles for publishers such as: SEGA, Mindscape, Mattel, and Ubisoft.

- Directed creative vision of products and provided guidance to art team
- Instrumental in game design decisions and developing new original ideas
- Managed publisher relationships, including contract and royalty negotiations

Education

Bachelor of Arts, Graphic Design. Ravensbourne College of Art & Design, Bromley, United Kingdom