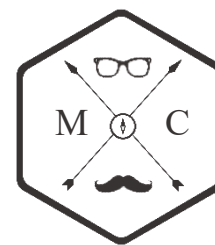


# MICHAEL CARLISLE

MARKETING & ANALYTICS DIRECTOR



## PERSONAL INFORMATION

BIRTHDAY	February 12, 1979	SKYPE	mdcweb
PHONE	+ 512 361 8507	TWITTER	dmaic79
EMAIL	mc@michaelcarlisle.us	LINKEDIN	dmaic79
HOME	964 Shadow Creek Blvd., Austin, TX 78610		

## PROFESSIONAL EXPERIENCE

### **DIRECTOR OF MARKETING & ANALYTICS** | FEB 2015 - PRESENT

4P Media Marketing, LLC, Austin, TX 78757

- Develop, implement & optimize marketing strategies for numerous ecommerce brands
- Manage team of marketers, designers & developers to attain growth goals
- Responsible for setting, tracking & improving annual revenue & market share growth
- Develop frameworks for brand guides, content & marketing automation strategies
- Responsible for improving on-site & medium KPI performance:
  - Q1 2016 Performance (YoY) increases of 12%, 36% & 45% across our top 3 brands
  - Reduced cart abandonment rate by 21%, cumulatively, across all brands
  - Increased subscription rates; in some instances, by as much as 312%
  - Increased new brand's active user count by 155% (YoY)
  - Increased B2B brand user count by 43% (YoY)
  - Improved ROAS for CSE's 8x
  - Successfully managed PPC budget of \$2M+ to 54% annual growth (YoY)
  - Doubled current affiliate revenue & increased network size 121%

### **DIRECTOR OF ANALYTICS** | FEB 2014 – FEB 2015

4P Media Marketing, LLC, Austin, TX 78757

- Developed a collaborative-BI system (Qlik) from disparate reporting sources
- Performed all marketing analysis & performance forecasting
- Implemented offer-level tracking of affiliate programs
- Developed user-scoring model based on behavioral heuristics
- Implemented score-based messaging in marketing automation platform
- Optimized affiliate attribution modeling/scoring in LeapFrog & HasOffers
- Responsible for tracking & reporting business & channel performance
- Responsible for all marketing, P&L & business reporting

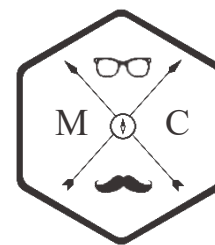
### **DIRECTOR OF STRATEGY & ANALYTICS** | SEPT 2012 – DEC 2014

AREA203, Chattanooga, TN 37406

- Responsible for testing & portfolio optimization of all agency clients
- Responsible for data collection, analysis & reporting of all agency clients
- Developed proprietary collaborative-BI system for BB&T's marketing intelligence
- Effectively managed marketing portfolio growth of numerous clients:
  - 20%+ (YoY) cumulative revenue growth of \$840M+ lending service
  - 300% (YoY) PPC revenue growth for Lynskey

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## PROFESSIONAL EXPERIENCE

### **ONLINE MARKETING DIRECTOR** | JAN 2008 - AUG 2012

Hair Club, Boca Raton, FL & Houston, TX

- Successfully managed \$6M+ annual digital marketing budget
- Consistently out-performed 18% (YoY) growth goal
- Correlated offline & direct (TV, Radio, etc.) advertising to online impact
- Developed mobile specific initiative resulting in a 30:1 ROI (Google case study)
- Implemented email database lead & nurturing marketing automation program
- Increased sales from lead nurturing program 13%, (YoY) in first year
- Decreased CPL's 28% & improved PPC conversion rates 27% (YoY)
- Developed & implemented local SEO strategy for over 100 local centers
- Successfully utilized inbound/content marketing strategy to improve conversion rate
- Identified & fixed a major disparity issue in the marketing analytics

### **ONLINE MARKETING MANAGER** | MAY 2005 - JAN 2008

Jim Adler & Associates, LLP, Houston, TX 77027

- Responsible for marketing & case-leads of high-profile national law firm
- Improved lead-to-case ratios by 27%, & yearly lead volume 12% (YoY)
- Optimized conversion rates & lowered CPA's in pharmaceutical case acquisition
- Optimized conversion rates & lowered CPA's in mesothelioma case acquisition
- Obtained top Google rankings for mesothelioma search terms with a \$54-75 CPC
- Increased website traffic for brand or relevant search terms by 963%, (YoY) through content marketing, SEM & SEO strategies

### **SR. MARKETING SYSTEM DEVELOPMENT ANALYST** | JUN 2000 - FEB 2005

Fujitsu Consulting (DMR), Dallas, TX

- Managed re-branding, & digital marketing strategy of Fujitsu's US web assets & stores
- Acted as interim Digital Marketing Director at Verizon Business for 1-year
- Responsible for digital marketing strategy for Verizon Business' service line
- Won French advertising award (Clics d'or) for VISA smart-card campaign
- Defined & implemented digital marketing & analysis strategy for Amdahl

### **FOUNDER & MANAGING PARTNER** | 2000 - 2014

Creative-Etc., Houston, TX

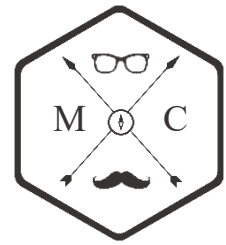
- Tag Manager & Ecommerce tracking implementation for Taunton Publishing
- Collaborative-BI consulting & development (multiple clients)
- Web, WordPress, MySQL development (multiple clients)
- Marketing automation engineering consulting for numerous clients
- Website, intranet, CBT's & data visualization projects for Army Corp of Engineers
- Created & managed multiple award-winning SEO & PPC strategies
- Implemented dozens of SEO & Inbound marketing strategies for numerous clients
- Co-developed web-based photo-album for Carnival Cruise Lines
- Built Flash-based edutainment website for a special needs children's school
- Strategy development on all digital marketing efforts for direct marketing agency, DMN3

### **WEB DEVELOPER & SEO MANAGER** | 1998 - 2000

Covenant Technology Services, Houston, TX 77056

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## EDUCATION & EXPERTISE

**TEXAS TECH UNIVERSITY** | MAY 1997  
International Business, Lubbock, TX 79409

- Acquisition: Affiliate, content, email, SEM, mobile, remarketing, prospecting
- Testing: A/B, multivariate, offer, conversion, hypothesis & heuristic-based
- Life-Cycle: Attribution, cross-selling, segmentation & marketing automation
- Research: Competitive, market, market share, industry & opportunity
- Branding: Brand strategy, guides, tone of voice & positioning
- Analysis: Cohort, transactional, predictive, regression, heuristic

## AWARDS & CASE STUDIES

**BRONZE SPONSOR AWARD** | 2016 - National Breast Cancer Foundation

**“TOP 100 AGENCIES THAT KNOW GOOGLE”** | 2013 - Forbes

**HUNGER HERO** | 2012 - Food Bank

**TopSEO’s** | 2006 - 2008  
TopSEOs.com

- 2<sup>nd</sup> – “Best in Search” | 2008
- 3<sup>rd</sup> – “Best Digital Marketing Company(ies)” | 2007
- 9<sup>th</sup> – “Best in Search” | 2006

**LES CLICS D’OR** | 2001 - CLICS D’OR

**CONSULTANT OF THE YEAR** | 2001 – Fujitsu Consulting (DMR)

**“Businesses are Increasing Revenue with Strong Mobile Strategies”** – Yahoo! Business

**“How One Email Campaign Generated 500% ROI for an O&G Client”** – DMN3

**“The 10 Laws for Successful Ecommerce Website Designs”** – DesignModo

**“Hair Club Garners 30:1 ROI Using Google Mobile Ads”** – Google | Mobile Marketing Playbook