

KARLA SHELTON

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QUALIFICATIONS PROFILE

e-Marketing Strategist with fifteen-years of interactive/digital experience in an agency/client environment offers a track record of creating results-oriented online marketing programs, integrated marketing campaigns and ROI-generating demand/lead generation strategies for Fortune 1000 companies, including Mercedes-Benz USA, Hyatt, 3Com, Procter & Gamble. Accustomed to performing in high-pressure, deadline-driven B2B and B2C environments with an emphasis on innovation.

INTEGRATED MARKETING

- Campaign Strategy, Planning and Integration
- Integrated Media: Web, Print, Direct Mail, E-mail, Mobile
- Partner Marketing
- CRM Marketing

E-MARKETING & LEAD GENERATION

- Online Media
- E-mail and RSS
- Web 2.0/Social Networking
- Paid Search/SEO
- Metrics and Tracking
- Optimization/Analytics

WEB DEVELOPMENT

- Strategic development
- Information Architecture & Taxonomy
- Design and implementation
- Content Management
- E-commerce

VERTICAL EXPERTISE

- Technology
- CPG
- Healthcare
- Automotive
- Travel
- Financial
- Market Research

PROFESSIONAL EXPERIENCE

AVOCENT CORPORATION, CHICAGO, IL 2008 – 2009

Director, Global Web Marketing

Strategic oversight of global, Web-based initiatives

- Web strategy: Developed the global information architecture and taxonomy for the newly redesigned www.avocent.com.
- E-business: Designed the architecture and technological underpinnings of the Avocent Outlet Store, an e-commerce “proof of concept” using CMS platform, DotNetNuke.
- E-marketing: Management of interactive campaigns, e-mail marketing, social media, online events and webinars.

INFORMATION RESOURCES, INC (IRI), CHICAGO, IL 2007 –2008

Director, Web Marketing

Strategic oversight of global, Web-based initiatives

- Web strategy: Integrated DotNetNuke web content management, e-mail campaign management, e-business, webinar hosting, events registration, and CRM systems. Single log-in via “My IRI.”
- E-business: Developed plan to offer thought leadership reports and data through an online, direct channel, including integration with backend financial systems.
- E-marketing: Management of interactive campaigns, e-mail marketing, online events, search engine marketing, database marketing, webinars, podcasts.

HIGHLIGHTS	RESULTS
WEB DEVELOPMENT AND CONTENT MANAGEMENT Manage the global development, implementation, optimization and tracking of corporate web sites, sales enablement portal, intranet and extranets, including strategy, information architecture, design, content, governance, tracking and analytics.	<ul style="list-style-type: none"> ▪ Projected savings of \$100,000 per year by enabling in-house business owners to self-manage content, develop custom forms, stream podcasts, and publish thought leadership articles. Used open source DotNetNuke. ▪ Launch of Web 2.0 features (blogging,

Searched and selected a new ASP .Net 2.0 CMS system for 2008 deployment.	discussion forums, professional networking), positioning IRI as a leader in CPG research
METRICS Through e-marketing and new “sticky” web site, significantly increased baseline visitation and lead metrics.	<ul style="list-style-type: none"> ▪ Increased new visitors (+41%), page view (+41%), pages/visit (+24%), leads (+44%)

PSION TEKLOGIX, CINCINNATI, OH 2004 – 2007
E-Marketing Strategist

Developed, managed and executed integrated e-marketing campaigns to generate demand for the Americas Opportunity Factory.

- Americas President called the Cold Storage B2B campaign “the most strategic thinking he’d ever seen in the company.”
- Web development, E-mail, search engine marketing, database marketing, viral marketing, podcasts, webinars, partner programs.

HIGHLIGHTS	RESULTS
DEMAND GENERATION Managed the development, implementation, optimization and tracking of integrated marketing campaigns (strategy, information architecture, design, content, tracking, analytics)	<ul style="list-style-type: none"> ▪ 150% traffic increase in two years ▪ 83% of all unqualified Leads ▪ 70% of all qualified Leads ▪ 92% of all potential sales revenue from Opportunities
CRM/E-MAIL Managed CRM-based email campaigns from inception to completion	<ul style="list-style-type: none"> ▪ 10% increase in traffic via newsletters ▪ 57% opt-in rate to newsletters
SEARCH ENGINE MARKETING Optimized Web sites for search engines (SEO) Create, manage, optimize Google paid search campaigns	<ul style="list-style-type: none"> ▪ 12% increase in total traffic
ONLINE MEDIA Provided mentorship to the Media Manager to integrate, manage, metricize, track and optimize online media	<ul style="list-style-type: none"> ▪ Increased CTR from .39% to 4.17%
LOCALIZATION Deployed integrated campaigns in Mexico and Latin Americas	<ul style="list-style-type: none"> ▪ 120% increase in traffic in one year ▪ 239% increase in leads in two years

CRITICAL MASS (OMNICOM), CHICAGO, ILLINOIS, 1999 – 2004
Director, E-Marketing Services

Provide promotional and online marketing strategies and implementation to a wide range of Fortune 500 clients. P&L responsibility for accounts. Work directly with account managers to identify and close new business. Responsible for pre-project planning and strategy, project oversight, scheduling, and status reporting. Design and optimize online media, e-promotions and integrated programs.

- Contributed to new business efforts, capturing new accounts including Mercedes-Benz USA, Hyatt, Procter & Gamble, Reflect.com, Las Vegas Visitors and Convention Bureau, and Disney Vacation Club.
- Designed and implemented a marketing strategy with \$6 million in media billings for Mercedes Benz USA, including national and regional dealer association budgets.
- Developed the strategy and managed ongoing operations of the MBUSA regional dealer association online marketing and lead generation efforts.
- Received an honorable mention from media Magazine for “Best Campaigns of 2003” for the Mercedes Benz E-Class campaign.
- Managed \$1 Million in third party e-mail campaigns for Mercedes-Benz.
- Spearheaded the addition of search engine optimization as a service offering resulting in winning a Hyatt Hotel account worth \$900,000 in revenue.
- Researched and implemented a number of third-party tools and systems in order to provide more efficient tracking and statistics for clients.

3COM/US ROBOTICS, GLOBAL CONSUMER PRODUCTS, CHICAGO, ILLINOIS, 1996-1999
 Internet Marketing Manager

Directed full-service in-house marketing operations for large-scale corporate communications and innovative Web-based media campaigns. Worked closely with product marketing teams to identify the needs and expectations for e-commerce initiatives. Supervised creative designs and information architecture. Utilized innovative strategies to ensure that all global efforts were consolidated in the U.S. and Europe.

PRIOR WORK EXPERIENCE

1995-1996, Interactive Marketing Specialist, National University, Lombard, IL
 1993-1996 Sales Associate, DDK Design Group, Glenview, IL
 1987-1993, Sales Associate, The Kitchen Place, Dayton, OH

INDUSTRY AWARDS

2009 Silver Award, American Advertising Federation (AAF), "Best Consumer Web Site"
2003 *Media Magazine*, Honorable Mention, "Best Campaign of 2003"
2002 Finalist, @Tech, "Best Brand Promotion"; Bronze Award, Digital Marketing Awards, "Best Integrated Campaign"
2001 Silver Award, International Automotive Advertising Awards, "Best Rich Media Campaign"; Finalist, @Tech, "Best Direct Marketing" and "Best Automotive" campaigns; Best in Show, Digital Marketing Awards; Gold, "Best Integrated Campaign"
2000 Gold Award, International Automotive Advertising Awards, "Best Web Promotion"
1997 Gold Award, @Tech, "Best Contest"; Silver Award, @Tech, "Best Banner"

PERSONAL ACCOMPLISHMENTS

Author, *Virtual Communities Companion*, Coriolis Press, 1996.
 Consultant to Lafayette Indiana Chamber of Commerce, AAF, Purdue Small Business Center: Email Marketing, SEO & Analytics, 2009, 2010

SKILLS

Category	Description	Skill Level
Web Development and Content Management Systems	Dot Net Nuke (ASP .Net 2.0) Dream Weaver Frontpage Microsoft Sharepoint Vignette (CMS) Microsoft Commerce Server (CMS)	Expert/Advanced Expert/Advanced Intermediate Advanced Intermediate Intermediate
Customer Relationship Management (CRM)	SalesForce.com Siebel Selligent	Intermediate
Ad Serving	DoubleClick DART Atlas DMT Mediaplex MOJO Eyeblaster	Expert/advanced
Web Analytics and Business Intelligence	Web Trends Google Analytics Nedstat Omniture Cognos	Expert/advanced
Online Media	Media Visor Nielsen Netratings @Plan comScore Dynamic Logic	Expert/advanced

	Ad Relevance	
E-Mail Delivery Platforms	Exact Target DART Mail YesMail Vertical Response Constant Contact Delivra/Lyris	Expert/advanced
Other E-Marketing	BeFree (Affiliate) ZiffTalk/Ingenio (Click to Call) Bold Chat (Click to Chat)	Expert/Advanced Expert/Advanced Expert/Advanced

EDUCATION

Bachelor of Science in Marketing (1989)

WRIGHT STATE UNIVERSITY – Dayton, Ohio