

## RICHARD ADAM GOLLHOFER

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### CERTIFICATIONS

#### & SKILLS

Google AdWords Advanced Search, Analytics, Shopping, Display, Video Certified.  
Bing Ads Accredited Professional. OMCP Certified. Facebook Badged

SEO & SEM Expert; PPC Planning, Execution, Optimization & Analysis; Mobile, Display & Retargeting Optimization; Social Media, In App Optimization; Growth Hacker; Programmatic Advertising. Multivariate and A/B Testing; Organic Link Building Strategies, Ecommerce Merchandising; Customer Acquisition and Lead Generation; Salesforce, Oracle and NetSuite Marketing and ERP Integration.

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### EXPERIENCE

#### LEAD ADVERTISING CONSULTANT, EXPLORE CONSULTING

2016 - 2017

Bellevue, WA

Design go to market strategy for numerous ecommerce companies with a focus on brand identity, product positioning and leveraging market forces post website and ERP transition.

- Plan and execute all SEM, database, email, mobile, social media and display advertising campaigns.
- Maximize volume of traffic to clients' website organically utilizing SEO best practices.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Implemented geo-targeting, day-parting (top performing hours), and keyword negatives (prevent overlapping & reduce inefficient spend) to improve overall efficiency.
- Identify trends, personas and behaviors. Optimize content, spend and performance based off insights.
- Monitor and analyze account performance daily, weekly and monthly.
- Identify opportunities to drive traffic and conversions to achieve target ROI and CPA goals.

#### SR ADVERTISING PROJECT MANAGER/ TEAM LEAD, MICROSOFT

2015 - 2016

Seattle, WA

Manage a growing and complex portfolio of Global Premier and Internal Microsoft Bing Ads accounts, and their respective agencies, with over \$500 million of yearly ad spend. Deliver high quality and timely support for direct advertisers' campaign

strategies while providing recommendations and proactive optimizations to drive revenue and to meet monthly goals.

- Top direct clients include Amazon, Nordstrom, Dell, Toyota and Microsoft. Agency clients include iCrossing, Publicis and iProspect.
- Develop strategic partnerships with internal and external high level executive audience including Fortune 100 organizations and SMB advertisers.
- Monitor, analyze, and perform daily optimizations in various PPC campaigns such as search, display, remarketing, mobile and shopping campaigns.
- Manage team of 40 Account Coordinators who deliver support to Account Managers.
- Contribute to process improvement, department development, and new hire training and curriculum.
- Lead Project Manager for Bing Shopping & Native Ads

**ADVERTISING ACCOUNT EXECUTIVE, TMA MARKETING AGENCY**

**2013 - 2015**

Seattle, WA

Consult with small to medium sized businesses to establish and implement a marketing strategy to engage local consumers and convert those prospects into clientele using proven online marketing techniques and up to date website and advertising best practices.

- Develop and manage revenue producing relationships with clients
- Prospect new business and build healthy pipeline
- Manage all online media tactics for clients
- Oversee campaign execution and analysis
- Increase company revenue to over \$500K annually

**SR ADVERTISING ACCOUNT EXECUTIVE, COBALT- ADP- CDK GLOBAL**

**2006 - 2012**

Seattle, WA Portland, OR & Salt Lake City, UT

Sales-focused account manager responsible for managing and growing a multimillion dollar book of business while identifying and nurturing prospective automotive clients. Manage everyday activities of a team of 20- 30 Account Managers, SEM strategists, and SEO Specialists.

- Awarded Presidents Club 2010 – 2012.
- Lead Project Management team on go to market strategy adopted by 12 OEM's.
- Increased territory revenue to over \$4 MILLION monthly.
- Expanded territory by 96% by breaking previous territory sales record
- Top 10 agent for 26 months consecutively of over 50+ Account Executives nationwide.
- Executed monthly target plan with consistent favorable results; average 124% above plan.