



KEN BARBER

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What Sets Me Apart

- ✓ **Marketing Leader:** 14 years of executing sales-focused marketing plans for world-class brands and tech start-ups
- ✓ **Growth Marketer:** Expert in customer acquisition, conversion optimization, marketing automation, and retention marketing
- ✓ **Seasoned Entrepreneur:** Built mobile commerce software company from scratch to \$1MM in revenue in under two years
- ✓ **Strategy & Analytics Focus:** Former Standard & Poor's economist with MBA in Marketing & Entrepreneurship
- ✓ **Marketing Educator:** Former Adjunct Professor in Digital Marketing at the University of Colorado

Work Experience

THE SEARCH MONITOR, *an ad intelligence platform helping marketers improve online campaigns* **San Francisco, CA**

VP of Marketing (2013 to 2017)

- Customer Acquisition: Acquired new customers using these paid, earned, and growth-hacking tactics: Facebook Ads, AdWords, Google Display, SEO, landing page optimization, site A/B testing, email nurtures, social media, and partnerships
- Customer Marketing: Increased feature usage and retention using referral marketing and targeted email and in-app campaigns
- Campaign Optimization: Tracked and optimized marketing efforts to reduce the customer acquisition cost (CAC), increase lifetime value (LTV), enhance source attribution, and shorten overall time-to-conversion. What gets measured gets managed!

Results

- Modernized marketing department: Implemented marketing automation, lead prospecting tools, UI messaging platform, and live chat. Integrated with Salesforce, AdWords, Wordpress, and Google Analytics to improve efficiency and attribution
- New marketing tech stack boosted web traffic by 27%, leads by 40%, and lowered the customer acquisition cost by 38%
- New campaigns using hyper-targeted Facebook Ads and Google Display retargeting helped increase PPC-driven traffic by 57%, at a lower CPA than from AdWords

MSHOPPER, *a provider of mobile-commerce solutions for e-commerce retailers and their consumers*

Boulder, CO

VP of Marketing (2009 to 2013)

- Employee #1. Built mShopper's brand, researched mobile consumer behaviors, and targeted e-commerce clients for sign-up
- Drove brand awareness and acquired customers through SEO-friendly website, AdWords, Google Display, YouTube videos, e-newsletters, site A/B testing, co-marketing webinars, conferences, press releases, blogger outreach, and social media
- Managed product development. Gathered consumer insights and client feedback, planned new features, and ran UI tests

Results

- Marketing efforts led to 25K monthly site visits, articles in Internet Retailer and Entrepreneur, a TV recommendation on MSNBC, a PPC cost-per-lead under \$100, and a retailer prospecting database of 10K+ names
- Grew client roster from 0 to 100+ clients in 18 months, including marquee brands such as Jelly Belly, Woolrich, Rawlings, and Beretta. Grew revenue by 300% in 2013 to surpass annual revenue of \$1 million
- Helped CEO convert company from start-up mentality to professional business, including growth forecasting, hiring & training 15 employees, managing a team of 4, building partnerships & integrations, and establishing company processes

INTEGER, *a B2C-focused advertising agency specializing in retail conversions (an Omnicom company)*

Lakewood, CO

Director of Digital Marketing (2008-2009)

- Managed the strategy and execution of user acquisition campaigns for 6 Coors brands, Silk Soy Milk, and Royal Caribbean. Created promotional websites with sweepstakes and drove traffic using targeted CRM emails with offers, display ads, partner marketing channels, in-store signage, social media, and text messaging
- Managed nine-person team of three Designers, three Engineers, and three Project Managers. Managed complex website production process involving local and overseas development shops and agency partners

Results

- Created 12 promotional websites for my brands, adding a combined 585,000 Coors enthusiasts, Silk Soy Milk fans, and Royal Caribbean potential cruisers to our clients' marketing databases for future retail offers
- Created first-ever CRM e-newsletter program for Blue Moon Brewing, gathering 15K qualified consumers in 3 months

PURE BRAND COMMUNICATIONS, *a consumer-focused advertising, and brand strategy agency*

Denver, CO

Digital Strategist (2007-2008)

- Hired to create the agency's first digital marketing offering and use to drive new revenue from clients and prospects

Results

- Sold in and executed agency's first 6 digital campaigns involving websites, email, product demo videos, blogger outreach, and Facebook pages. Clients included oil exploration, a natural gas alliance, a movie theater chain, and a youth non-profit

DIGITAS, *one of the nation's top digital marketing agencies (a Publicis company)*

Boston, MA

Manager, Strategy & Analysis Group (2005-2007)

Senior Analyst, Strategy & Analysis Group (2003-2005)

- Lead analyst in charge of customer acquisition and engagement campaigns for GM account (GMC, Pontiac, and GM Fleet brands) and Intercontinental Hotels Group account (Holiday Inn and Crowne Plaza brands). Managed 3 analysts
- Designed websites, optimized with message and offer testing, and promoted with targeted emails, display ads, and SMS. Created measurement plan, presented to clients, and executed recommendations to lower cost-per-lead
- Managed semi-annual, conversion-focused re-designs for GMC.com and GMFleet.com. Worked with UI experts and developers to produce wireframes, prepare tracking plans, and manage tests to increase conversions to Request A Test Drive
- Researched and executed marketing partnerships for GM (with HGTV, Lowe's, and CBS) and Holiday Inn (with MLB and NASCAR) to gain access to their audiences and marketing channels. Evaluated sales impact using web metrics and surveys

Results

- Created first-ever web traffic dashboards for GMC.com (1MM monthly users) and Pontiac.com (1.5MM monthly users)
- Planned, analyzed, and optimized monthly display ad budget of \$10MM+. Ad buy drove 2.8MM targeted users to GMC, Pontiac, and Holiday Inn promotional sites, leading to 220K test drives, and 65K hotel bookings
- Designed and executed monthly email tests to 3MM GM owners and 25MM IHG loyalty program members. Increased open rates (by 62%) and click rates (by 34%) from demographic, psychographic, and loyalty segmentations

STANDARD & POOR'S DRI, *S&P's research & economic consulting firm (now IHS Global Insight)*

Lexington, MA

Latin America Economist (1998-2003)

Client Resource Center Associate (1997-1998)

- Served as company's sole expert on 12 Latin American countries. Used economic, financial, and risk forecasting models to provide business strategy to senior-level *Fortune 500* clients conducting business in Latin America
- Promoted to Chief Latin America Economist and consulted clients on region's two premier economies: Brazil & Mexico

Education

BABSON COLLEGE, *#1 nationally ranked entrepreneurship program 20 years in a row*

Wellesley, MA

M.B.A. Magna Cum Laude, in Marketing & Entrepreneurship (2003-2007)

- Named #1 marketing student in GPA among 400-person class. Elective classes in Brand Management, Consumer Behavior, Identifying Entrepreneurial Opportunities, Entrepreneurial Marketing, E-business Strategy, and Business Development

BOWDOIN COLLEGE, *#4 nationally ranked liberal arts college*

Brunswick, ME

Bachelor of Arts, double major in Economics and Spanish (1993-1997)

Teaching

UNIVERSITY OF COLORADO, *Leeds Business School*

Boulder, CO

Adjunct Professor: Taught University's only Digital Marketing class to undergrads (2014, 2015) and MBAs (2016)