

# JAMESON O'GUINN

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## EXPERIENCE

### ***Director of Search Marketing Programs*** **Juggle.com; Swansea, IL — 2008-2010**

Oversaw advertising efforts on many first- and second-tier engines with pay-per-click budgets totaling nearly \$1.4 million annually. Made strategic optimization decisions for campaigns including landing page design, ad copy generation, long tail keyword expansion and bid landscaping for over one million unique keywords in 14 different product categories. Managed team of nine analysts, developers and interns. Increased click through rate by 23% and revenue per click by \$0.20 over a six-month period while maintaining an excellent Yahoo! quality score. Promoted from marketing analyst (8/2009).

### ***Producer***

#### **The Foxfire Agency; Collinsville, IL — 2006-2008**

Produced copy for client projects, implemented HTML and CSS code for websites and ensured timely content delivery and customer satisfaction. Created agency's style guide, website copy deck and hotline phone script.

### ***Assistant House Manager***

#### **Krannert Center for the Performing Arts; Urbana, IL — 2005-2008**

Provided excellent service to patrons, served as a real-time liaison between front of house and backstage employees, led and managed a staff of 65. Assisted patron services director with hiring, training and scheduling. Promoted from host to supervisor (12/2006) and from supervisor to assistant house manager (5/2007).

### ***Internal Communication Intern***

#### **Motorola; Schaumburg, IL — Summer 2007**

Managed and developed project plan for intern competition to solicit new product ideas; enrolled 50% more contestants than previous year. Wrote executive summaries and copy for direct marketing pieces and product features. Devised electronic and live promotions to increase product sales for the employee store.

### ***Jamboree Vice-Chief of Shows***

#### **Boy Scouts of America; Fort AP Hill, VA — 2005**

Planned and coordinated logistics and staffing for Twelve Cubed, a dramatic performance seen by more than 40,000 people. Oversaw project plan from inception to completion in a six-month timeframe. Directed staff of over 250 people for 40 shows in a two-week period.

## EDUCATION

### **University of Illinois at Urbana-Champaign; Champaign, IL**

Bachelor of Arts — Communication and political science double major, 2008.

## SKILLS

Proficient in Excel, Word, iWork and Acrobat. Able to program in HTML and CSS. Google Qualified Individual in AdWords, experience with Google AdSense and Analytics, Overture, and most major and second-tier search engine advertising interfaces. Familiarity with Omniture SearchCenter.