

Dylan Touhey ONLINE MARKETING EXPERT



Contact Info

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Instant Messaging

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Social Networking

[LinkedIn Profile](#)
[EnviroSpeak Profile](#)
[Twitter](#)

Volunteer

[David Suzuki Foundation](#)
[Moontown Foundation](#)

Interests

Green Activism
Social Enterprise
Travel

Ice Hockey
Scuba Diving
Snowboarding
Hiking / Biking

Recent Readings

Getting Real (37 Signals)
Founders at Work
The Art of the Start
Made to Stick
The Tipping Point
Freakonomics

Professional Summary

Innovative Internet marketing professional with 5 years of experience in online performance marketing and web-based business development. Direct experience managing ROI positive search engine marketing, CPA, CPC, email, CPM, behavioral marketing and social media campaigns for clients and self-funded web projects. 3 years of search engine marketing and affiliate program management experience. Further experience designing and developing web applications, social media communities and integrated web 2.0 marketing strategies.

Well practiced in online advertising, media buying, trafficking, campaign design, conversion optimization and customer retention. Additional expertise in web analytics, UI design, functional specifications, API web services and payment processing. Highly proficient in media planning, ad serving / tracking, budgeting and web analytics. Experience working directly with engineering and creative teams for both marketing and product development. Rolodex of key contacts at major advertising networks and publishing agencies.

Areas of Expertise

- Social Media
- SEM & SEO
- Affiliate (CPA)
- Email / Newsletter
- Display / Banner
- Video Advertising
- Contextual Advertising
- Blogging & Social Networking
- Market Research & Competitor Analytics
- Media & Product Sales
- Brand Identity & Marketing Communications
- Campaign Design & Messaging
- Landing Page Design & Sales Copywriting
- Media Planning & Buying
- Conversion Rate Optimization
- Product Development / Project Management

Professional Experience

Founder & Marketing Director

[One Net Marketing](#) | 2007 - Current

Founded online marketing agency specializing in web 2.0 marketing strategies. Developed all marketing services and established client roster including Hewlett Packard, RealNetworks, Vonage, Custom House and CBS. Responsible for sales, marketing, client screening, customer service and product development. Attracted a small talented team of world class engineers, designer and social media experts. As a performance-based marketing agency One Net Marketing bills its clients on a commission basis. The company has been profitable since inception.

- Responsible for all sales and marketing
- Developed current client roster
- Directly managed client marketing campaigns and online strategies

Media Development Manager

[Commission Junction](#) | 2005 – 2008

Managed affiliate programs and search marketing campaigns vendor for strategic accounts including RealNetworks, Expedia, eHarmony.com, Alaska Airlines, Macromedia and Adobe. Advised top performing affiliate partners on search marketing strategies, web property development, email distribution, display advertising and contextual ad placements. Directly responsible for campaign planning, sales tracking and conversion analysis.

- Increased gross affiliates sales from 1.78 to 5.29 million for RealNetworks
- Managed post acquisition merger of Macromedia and Adobe affiliate programs
- Hit 100% of sales targets for all accounts during employment
- 2005 Recipient of CJ Horizon Award for top Advertiser Account Manager
- 2005 CJ Rising Star Award (awarded to 3 employees annually)
- 2005 Team of the Year Award (Strategic Accounts)
- 2006 Winner of the CJ Web Services Hackathon

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Marketing Manager

[Wondermill Webworks](#) | 2003-2005

Managed all aspects of sales and marketing in addition to affiliate and vendor relationships. Designed and managed the development of a proprietary media network, and affiliate tracking system, across 350 affiliated content sites. Planned and managed the development of proprietary ad serving system for CPM advertisements and co registrations.

- Led Sales and Marketing to \$1.2 million in annual revenue
- Maintained net media margins of 30%
- In 2005 the company was sold to a client and I was the last employee to leave

Personal Online Media Projects:

- ✓ [EnviroSpeak.tv](#) : A web 2.0 social media site focused on environmental activism and fundraising.
- ✓ [DavidSuzuki.org](#) : I volunteer my services to the David Suzuki Foundation where I lead the search marketing strategy and consult on web development.
- ✓ [MoreBigBrother.com](#) : A reality TV site dedicated the Big Brother series on CBS.

Marketing Tools & Technical Skills

- Ecommerce & Merchandising
- Web & Ecommerce Analytics
- Transaction Processing
- Sales & Affiliate Tracking (Pixel / Java)
- Ad Serving (Atlas / Dart / Open Ads)
- Product Development
- Project Management
- Multi Variable Testing
- Web Applications
- MS Office (All Applications)
- Front End Web Design (CSS / XHTML)
- Dreamweaver / Photoshop / Illustrator
- Video Editing & Serving (Avid / Final Cut)
- Wiki and Web Based Collaboration
- Bug Tracking / Ticket Management
- CRM / ERP Software
- CMS (Drupal / Joomla / Contribute)
- API Development & Web Services

Strengths

Innovative Marketing & Trafficking

I develop integrated marketing strategies leveraging social media, web applications and traditional online channels. With a proven history in commission based marketing, I know what it takes to deliver ROI positive results.

Goal Driven Leadership

I have led marketing, sales and product development teams from concept through to implementation. I understand the importance of team work, task delegation and accountability. My technical expertise allows me to communicate effectively with engineering personnel while my business experience proves valuable when selling concepts, communicating ideas and negotiating with vendors. I am comfortable and confident in leadership roles.

Revenue Optimization

I have extensive experience in conversion rate optimization, order path optimization and customer retention. I know the true value of targeted traffic and the tactics required to optimize sales with new and repeat customers.

Education and Conferences

Bcomm Marketing | Vancouver Island University (Grad 2003)

- Social Venture Initiative Canada | 2008
- SXSW Austin | 2008
- Affiliate Summit Miami | 2008
- AdTech San Francisco | 2007
- MSN Ad Center Road Show LA | 2006
- EcomXpo | 2006
- Commission Junction University | 2006
- EcomXpo | 2005
- AdTech New York | 2004
- DMA Annual Conference New Orleans | 2004
- AdTech San Francisco | 2004
- DMA Annual Conference Orlando | 2003