

# Scott Olson

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Phone: 858-877-3282

Email: [scott.olson@gmail.com](mailto:scott.olson@gmail.com)

*I am a dedicated professional seeking a new position that fits my professional skills and experience. I have excellent verbal and written communication skills and a strong background in online marketing, product marketing, business development, and sales management.*

## Education

### University of Massachusetts Dartmouth, 1999

**Degree:** B.A. English Literature/English Writing & Communications

## Skills

### Business skills

Business development, customer service, sales team management for online marketing services, CPA/CPL/CPC lead generation, SEM/PPC, Google AdWords, social media, affiliate network marketing, office management

### Computer skills

Microsoft Office (Excel, Word, Outlook, Powerpoint, et al.), Dreamweaver (and other content management, html editors, ftp tools), Goldmine, ACT, Salesforce, etc.

## Experience

### Z57 Internet Solutions *Marketing Consultant Nov 1, 2010 - April 2, 2011*

- Educate Realtors on successfully integrating the internet into their marketing
- Conduct in-depth needs assessment and demonstrate the products
- Overcome business objections and acquire new clients

### Autofusion.com *SEM/PPC & Content Writing May 5, 2010 - Sept 20, 2010*

- Create and manage Google Adwords PPC campaigns
- Run reports and analyze SEM/PPC campaign performance
- Write SEO rich original website content

### ROI Data Source *Owner, manager 2009 - present*

- Manage all daily activities and financials for my small business
- Engage new clients and partners to grow my business
- Consult and manage CPL/CPA affiliate networking and SEM/PPC campaigns

### Data Direct Source *Operations manager 2007 - 2009*

- Manage sales team
- Integrate Lead Management Systems (LMS) for lead distribution and delivery
- Manage CPL/CPA/PPC campaigns with publishers

### Lending Gateway *Sales & Operations manager 2003 - 2007*

- Train and manage the sales team
- Market Findalocallender.com & Lendinggateway.com directories
- Manage CPL/CPA/PPC campaigns with publishers

## References

Professional references available on request