

# DAVID J. CARLSON

10539 W. Ida Ave.  
Littleton, CO 80127  
Cell: 720-427-5660  
david@greenchair.net  
Resume website: www.davecarlson.net



## OBJECTIVE: Director/Manager of Online Marketing

More than two decades of media leadership experience and 14 years of commitment to using the Internet to move web visitors to action. Respected and successful in the Denver Internet marketing community to bring profits to clients. Looking to oversee Internet marketing strategy at an executive level for a Denver-based company.

## PROFESSIONAL EXPERIENCE:

Green Chair Marketing Group, Denver, Colo.

October, 2000-Present

Internet Marketing/Web Design/Sales/Project Management: Started and have run a successful web design and search marketing firm. Sold, managed and fulfilled great variety of design and marketing projects.

- Optimized the www.TimeWarner.com website. Within four months, more than 77% of the keyword phrases ranked on the front page of Google after being outside the top 100 rankings.
- Oversaw Internet marketing strategy for an ecommerce site that went from \$225,000 per month in sales to more than \$600,000 in less than a year. Decreased PPC expenses by 31% while increasing visitors by 38%. Used a combination of SEO, PPC and non-spam email marketing strategies.
- Managed the SEM for real estate web site. Reduced company's advertising expenses by approximately \$12,000/month by reducing cost of from \$120 per lead to \$14 per lead. Client received more than 90 leads per month for properties that averaged \$450,000.
- Oversaw the marketing of a local tree service company that grew from sales of \$50,000 per year to more than a \$1 million per year in less than five years.
- Supervised the marketing of the Denver BBB site where the search engine traffic increased by more than 1,300%. The strategy we initiated was implemented on 120 other BBB sites, resulting in a tremendous traffic boost to national BBB site.
- Managed search engine marketing program for a specialty marketing company whose sales grew by more 900% in less than three years.
- Developed and managed Internet strategy for manufacturing company. Sales grew from less than \$780,000 in yearly sales to more than \$8 million per year in less than 6 years.
- Project manager of innovative web application that sent print files into a local Kinko's store. The national CTO of Kinko's said this process had never been done before and was keeping an eye on the progress.
- Designed/managed more than 250 web sites.

Product Development. Creative and effective leadership of successful print and web products.

- Managing editor for book that sold more than 50,000 copies.
- Creative lead on fundraising tool that brought in more than \$3 million over five-year period.
- Successfully managed a in-house creative group of writers, designers, account managers and video producers

## EDUCATION:

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B.A. – History (concentration in Business), Miami University, Oxford, Ohio

Additional Training:

- Search Engine Optimization
- Paid Search Management
- Writing, Editing and Proofing
- Dreamweaver
- Photoshop
- Public speaking
- HTML

## PROFESSIONAL ASSOCIATIONS:

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- SEMPO – (President of Colorado chapter)
- Denver SEMPO Meet Up – organizer (437 members)
- Search Engine Optimization Meet Up – assistant organizer (381 members)
- SCORE - presenter (3 years)
- Denver Arts & Technology Academy - board member (2 years)
- Arapahoe Community College - advisory board, Graphic Design & Multimedia Dept.

## SOCIAL NETWORKING:

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- Twitter: @greenchair
- Linked In: [www.linkedin.com/in/davecarlsondenver](http://www.linkedin.com/in/davecarlsondenver)