

NADER SHATARA

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PROFILE

Results-driven **Senior Marketing Professional** with seven years of online marketing experience and proven ability to develop / implement creative strategies that increase sales leads and revenue. Core competencies include:

Online Marketing	Relational Marketing	Social Media Marketing
Product Development	Strategic Marketing	Retail Merchandising
Membership Marketing	Vendor Sourcing and Management	Creative Management

ADDITIONAL SKILLS

SEO ▪ SEM ▪ CRM ▪ Web Metrics & Analytics ▪ Information Architecture
Website Design (HTML, CSS, PHP development, usability interface, and best practices)
Web Technology (hosting, servers, DNS and domain management)
Microsoft Office, including Excel, Word, Visio, and Access
Adobe Creative Suite ▪ Copy Writing / Editing ▪ Studio / Outdoor Photography

PROFESSIONAL EXPERIENCE

Interactive Marketing Manager

2005 – Present

SAN DIEGO CONVENTION & VISITORS BUREAU, San Diego, CA

Management of interactive marketing department for successful destination marketing organization includes: developing strategies and tactical execution of online campaigns, direct email campaigns, Web analytics, SEM, social media, usability development, content management, securing and managing vendors, administration of self-publishing community, and creative direction of rich media content.

Key Accomplishments

- Increased organic search engine traffic 31% by developing and implementing search optimization strategies and best practices.
- Developed comprehensive successful strategic email marketing program by establishing lifecycle plans, database segmentation and technical implementation of ESPs.
- Generated new consumer interaction channel by developing and executing a successful social media plan.
- Implemented strategies to maximize online sales with affiliate partners.
- Increased sales leads by 21% via email marketing campaigns.
- Established and maintained key analytic indicators to measure results and deploy resources effectively.
- Managed several websites, online content, data infrastructure, email marketing, and interactive campaigns.

- Oversaw two staff members, interactive agency, affiliate partners, consultants, external web developers, and interactive vendors.

Marketing Manager

2002 – 2005

DOCK 3, INC., Carlsbad, CA

Oversaw all online marketing, branding, and retail communications, including promotion development, post-promotion analysis, product development, event management, creative services management, graphic design, and merchandising. Led several concurrent projects in an extremely fast paced, team oriented startup environment which required excellent communication and superb organizational skills.

Key Accomplishments

- Led marketing process development to become more efficient and streamlined, resulting in business expansion of more than 200% between 2002 and 2003.
- Developed customer email campaign that averaged response rates 30% higher than industry standard.
- Introduced e-commerce solution which increased sales by 20%.
- Designed and implemented seasonal promotional programs that increased sales more than 30%.
- Developed and merchandised products and services sold online, generating more than \$500,000 in annual revenue. Increased sales via implementation of affiliate partner marketing.

Marketing Manager

2002

BOLTZ STEEL FURNITURE, Carlsbad, CA

Directed all marketing, product development, e-commerce, and advertising efforts for a successful manufacturer / online retailer of high-end lifestyle furniture. (Company relocated corporate offices to Conway, AR in 12/2002.)

Key Accomplishments

- Introduced innovative strategies to integrate traditional and online media, increasing online sales.
- Spearheaded e-commerce website redesign project from start to finish.
- Managed graphic designer and creative production vendors.
- Implemented successful monthly email marketing campaigns to increase monthly sales.
- Managed all online and print advertising campaign development with industry leading media outlets.

Creative Projects Coordinator

1999 – 2002

UPPER DECK COMPANY, Carlsbad, CA

Served as a key member of product development team for industry leader in sports collectibles / memorabilia.

EDUCATION

Bachelor of Science in Marketing

1998

SAN DIEGO STATE UNIVERSITY, San Diego, CA