

Robert Thomas Ludlow

Personal Qualifications:

- Incredible web technology aptitude. Able to master and apply technology to achieve goals.
- Excellent leadership, presentation and communication (written and verbal) skills.
- Strength in product management while unifying and leveraging others skills.
- Proficiency in data analytics, out of the box thinking, and problem solving.

Work Experience:

Sr. Account Manager, Client Services - Turn

6/2006 – Current

- Managed top tier strategic relationships across the spectrum of web advertisers & agencies in a CPM, CPC and CPA advertising marketplace.
- Worked closely and collaboratively with the Sales and Business Development teams to deliver best of breed customer service, ad conversion volume.
- Played a key role in product development of the Turn platform. Leveraged years of personal and professional experience to create a highly acclaimed client console.
- Ran a team of full time outsourcing service providers thus reducing costs and improving productivity and scalability of the client services organization.

Ask Jeeves – Client Services Associate

7/2005 – 6/2006

- Maintained all day-to-day operations associated with PPC advertising campaigns, including campaign implementation, optimization, and reporting.
- Point person for customer questions and concerns including reporting requests, improvement of campaign ROI, and billing/invoicing inquiries.
- Selected as the CS Rep who would aid in the implementation of a new robust CRM, Knowledge Base, and Ticketing system to support a brand new customer base.
- Worked alongside Sales, Business Development, Product Management and Engineering teams to deliver superior client support.

Ludlow Concepts – Owner

1/2001 – Current

- Created a portfolio of more than 30 websites serving over 6 million pageviews / month.
- Leveraged diverse skills in web technology, SEO, SEM, marketing, data analytics, project management, product management and online monetization strategies.
- Designed and managed PPC, CPC, CPM, CPA and affiliate programs utilizing experience with Google AdSense / Adwords, Commission Junction, FastClick, and others.
- Managed local teams and outsourced service providers for everything from community management to programming and website design.
- Established direct advertising relationships and sold ad space to increase website monetization. Maintained a 90% advertiser renewal rate.

usDocuments, Inc. – Product Manager**1/2003 – 1/2004**

- Created and maintained SEO and SEM campaigns while leveraging analytical skills to track and modify advertising campaigns to ensure the highest ROI.
- Assisted in the development of the usDocuments, Inc. Pre-Franchise website.
- Provided support on both technical and non-technical levels in resolving issues resulting in increased customer satisfaction and retention.
- Supplied the talent, initiative, and interpersonal skills necessary to bring products and services to the consumers using traditional and online sales, marketing, and advertising techniques.

CSU Hayward – Special Projects Intern.**11/2000 - 11/2002**

- Planned, coordinated, and allocated resources for various detailed projects on behalf of the Vice President of Administration and Business Affairs.
- Utilized skills in project management, communication, team relations, and attention to detail to organize groups and produce results.

Nextel Communications – Help Center Analyst**6/1999 - 5/2000**

- Supported desktop applications, network printing / logins, desk phone / voicemail, and other general desktop concerns. Performed second level support for Oracle, Vantive and Tris.
- Played a significant role in the training of new Help Center Analysts.
- Chosen to do quality testing on the new “Agent Stats” software for monitoring analyst activity.
- Project manager in the development of the “Help Center Case Base” and also designed and created the project web site.

Education:**California State University, Hayward, CA**

- Bachelor of Science in Business Administration, Finance Minor

Diablo Valley College, Pleasant Hill, CA

- Associate in Arts Degree – General Education

Volunteer Work:

- Planned, organized, and carried out the construction of an 80' split rail fence for Pleasant Hill Park and Rec. District as an Eagle Scout Service Project.
- Marketing & Operations Consultant for the World Torch Project (www.worldtorch.com), a non-profit with the vision of safe, low cost “living light” for developing countries.
- Served in multiple volunteer programs including food drives and home renovations for the needy, city graffiti removal, retirement center visits, and city / park cleanup.

Letters of recommendation may be found at www.LudCon.com/resume