

SETH RAND

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Seth Rand is a highly accomplished and seasoned marketing executive with the ability to lead all departments related to graphic design, printing, website development and internet marketing within multimillion-dollar agencies. In addition to being a Certified Google Partner, he is a Qualified Google Advertising Professional and Yahoo Ambassador, as well as a member of SEMPO the eMarketing Association, the Fort Lauderdale Chamber of Commerce and the Broward Chamber of Commerce. Seth has managed the development of over 500 website's, along with over \$4 million in pay per click marketing, and has achieved over 80,000 Top 10 organic search engine rankings for his clients. Seth is also a published author and keynote speaker on the topic of search engine marketing, and has had articles published in Visibility Magazine.

AREAS OF EXPERTISE

Search Engine Optimization
Social Media Marketing
Website Development

Pay-Per-Click Management
Local Map Marketing
Web Programming

Affiliate Marketing
Email Marketing
Graphic Design & Printing

PROFESSIONAL BACKGROUND

Rand Internet Marketing – Fort Lauderdale, FL (Jan 2010 – Present)

President

Icon Website Design – Fort Lauderdale, FL (Sept 2006 – Jan 2010)

Vice President

Pioneered the successful development and launch of a start-up company, which included strategic planning, marketing management, sales, website development management, and successful search engine marketing implementation.
Played a key role in generating over \$1 million annually in revenue for the past four years.
Ensured clients' and company websites controlled over 80,000 keywords on the first page of the major search engines including Google, Yahoo, Bing, AOL, Ask, Altavista, AllTheWeb, and Lycos.
Managed over \$4 million in PPC campaigns between Google Adwords, Yahoo Search Marketing, Microsoft adCenter, and Yahoo AdReady which supported pay-per-click management initiatives.
Provided leadership and direction to all facets of web development projects including design, programming, and analytics code implementation.
Maintained full responsibility for all areas of Internet marketing services, which encompassed search engine optimization, pay-per-click campaign management, banner advertising, email marketing, and affiliate marketing.
Conceptualized and oversaw the design and development of over 500 websites for clients.
Spearheaded the development and implementation of strategic marketing programs that increased sales levels.
Supervised a team of full time graphic designers, website designers, web programmers, and marketing staff.
Worked with Basecamp and Highrise for prospect and project management.
Worked with Google Analytics, Yahoo Analytics, Statcounter, and Hitpath on the tracking and analysis of website traffic as well as conversion statistics.

EDUCATIONAL BACKGROUND

Bachelor of Business Administration (2004) - Florida Atlantic University – Boca Raton, Florida