

# JEFFREY R. BASKIN

San Diego, CA ▪ 201-906-8911

www.jeffreybaskin.com ▪ jeffreybaskin@gmail.com

---

## CAREER PROFILE

Online Marketing Professional with expert digital strategy, problem solving, public speaking, and leadership skills. Top-down, practical business knowledge gained through employment and entrepreneurship. Down-to-earth individual who rapidly gains the trust of clients and assumes ownership of projects from idea to fruition. Versatile resource, equally capable of functioning as an individual contributor, team player, or leader. Credentials include Google Analytics and Google AdWords Certifications as well as a Bachelor's Degree in Management.

---

## MARKETING & PERFORMANCE HIGHLIGHTS

- Executed digital marketing strategies successfully for 9 clients, whose annual budgets total over \$10M
    - Clients include Health Net, SelectQuote, ThermoFisher, NationStar, Apmex
  - Implemented marketing strategies that increased site traffic by over 30% for multiple clients.
  - Delivered marketing, sales, and educational presentations at domestic and international tradeshows, resulting in \$5M in new business.
  - Co-authored "3 Digital Marketing Mistakes To Avoid", published on Forbes.com.
- 

## PROFESSIONAL EXPERIENCE

**Account Director/Senior Strategist, Internet Marketing, Inc.,** San Diego, CA

**05/2014 – Present**

Plan, develop, and execute digital marketing strategies for 9 clients, whose annual budgets total over \$10M, requiring extensive cross-functional team collaboration, project management, and client relationship management.

- **Digital Marketing Subject Matter Expert**, assessing clients' environments and consulting with key decision makers at healthcare insurance, finance, and technology companies.
- **Functional working knowledge:** SEO, PPC (Adwords/Bing), Display/Video, Social Media (Organic and Paid)
- **Secure stakeholder buy-in** to implement recommended digital marketing and lead generation strategies, including landing pages, YouTube videos, SEM, SEO, PPC, CRO, analytics, and social media.
- **Manage client expectations and project deliveries** from concept through production and launch.
- **Team leader**, managed multiple delivery teams of 5-7 employees to ensure quality work was done on time within the allotted budget.
- **Instituted a public and professional speaking training** course to help the staff speak more professionally during new client pitches, client meetings, and client calls. Goal was to eradicate bad speaking habits and to be perceived as more polished and professional when dealing with clients and the public.

### Results/Clients:

- **Healthcare Insurance Company (Health Net):** Implemented \$3M digital marketing strategy/budget that reached 1.9M unique viewers and achieved client's goal of improving cost per lead by 17% YOY.
- **Largest Online Retailer of Gold and Silver (APMEX):** Exceeded cost per acquisition goal by 30%.
- **Other Brands I have worked with:** SelectQuote, ThermoFisher, magicJack, NationStar, SoClean, Somnetics,

**Digital Marketing Strategist, 3rdBase Digital,** Hoboken, NJ/San Diego, CA

**04/2011 – 05/2014**

Identified need and founded niche business providing online, Internet, and digital marketing services to clients worldwide.

- **Marketing Strategies:** Implemented solutions spanning educational-based marketing, website development, content creation, content management, search engine optimization (SEO), Pay-Per-Click (PPC), conversion rate optimization (CRO), social media, and copywriting.
- **Team Leadership:** Delegated work assignments to staff of 6 employees, virtual contractors, and subject matter experts.

**Digital Marketing Strategist, 3rdBase Digital**, Hoboken, NJ/San Diego, CA – *continued* **04/2011 – 05/2014**

- **Project Management:** Supervised multiple concurrent projects, ensuring on-time/budget deliveries.
- **Business Management:** Oversaw day-to-day operations and quality control.
- **Client Relations:** Maintained high client satisfaction through responsive support and issues resolution.

**Results:** Increased client site traffic by 50% and sales/conversions by 20% within a single year. Built website from the ground up and grew traffic to 30K visitors monthly in just one year.

**Director of Client Services and Education, Forex Direct Dealer**, New York, NY **03/2007 – 04/2011**

Earned fast-track promotion from customer support representative to a client-centric role educating customers and managing 4 sales, marketing, and customer service employees.

- **Training & Support:** Taught customers how to utilize complex products via tradeshow and webinars.
- **Tradeshow Execution:** Orchestrated domestic and international tradeshow, including logistics, booth display, and sales/marketing collateral.

**Results:** Conducted live sales and educational presentations in front of an audience up to 1,000 people at industry tradeshow in US, UK, Egypt, Jamaica, Greece, and China. Significantly increased visibility, participation, and leads through creative booth displays, contests, and giveaways.

**Trading Associate, Financial Programs**, Teaneck, NJ **03/2005 – 03/2007**

Met and/or surpassed goals in analyzing highly complex trading strategies for a team of 4 traders.

**Executive Assistant/Operations Manager, Crystal Vision Management**, New York, NY **12/2003 – 02/2005**

Go-to resource for 2 executives and music industry clientele. Maintained multiple calendars and organized conference calls, meetings, and travel. Coordinated meetings with record producers, attorneys, and promoters.

- Effectively promoted clients through bookings, increasing their media exposure by 10%.

**Business End User Care Representative**, Cingular Wireless, Paramus, NJ **08/2002 – 11/2003**

Provided support in a high-volume call center, requiring astute problem solving and conflict resolution skills.

- Exceeded call handling times and quality evaluation goals by a minimum of 15% every week; raised customer service satisfaction ratings by 6% in a short timeframe.

---

## TECHNICAL SKILLS

**Microsoft:** Office Suite (Word, Excel, Access, PowerPoint), Front Page, Publisher, Outlook

**Adobe Suite:** Photoshop, Illustrator, In-Design, Elements, Acrobat

**Web Design:** Basic HTML, Wordpress

**Social Media:** Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, Hootsuite, Sprout Social, Feedly,

**Marketing Tools:** WooRank, Optimizely, Hubspot, Google Adwords, Google Analytics, Unbounce, Marin

---

## PROFESSIONAL & COMMUNITY AFFILIATIONS

**Bulldog Rescue:** Promote organization through PR events, community outreach, and fundraising activities.

**Financial Commission:** Established and promoted a dispute resolution organization; served on Board of Directors for one year. Instrumental in creating website in 7 languages along with social media presence.

---

## EDUCATION & CERTIFICATION

Bachelor of Science, Management, Indiana University, Kelley School of Business, Bloomington, IN, 2001

Google Analytics Certification (05/2014) Google Tag Manager Certification (7/2015) Google AdWords Certification (12/2014)