

JAMESON O'GUINN

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EXPERIENCE

Digital Marketing Analyst

Scottrade, Inc.; St. Louis, MO — 2011-Present

Conceptualize, build, measure creative tests for Scottrade.com and digital advertising landing pages. Create comprehensive test plans and provide detailed analyses to stakeholders within the firm. Evaluated and recommended multivariate testing software solutions. Designed and oversaw remessaging strategies for a seasonal campaign which led to 18% more leads when compared to control. Completed home page optimization which resulted in 80% increase in leads.

Online Marketing Project Manager

Zeis Group, Inc.; St. Louis, MO — 2011

Managed online marketing projects for financial services and insurance clients. Created improved user experiences for e-enroll platform users. Developed and maintained Facebook CPC campaigns, and tracked success with Google Analytics. Built and executed email marketing campaigns through ConstantContact and a personalized URL provider.

Digital Marketing Coordinator

Grimco, Inc.; St. Louis, MO — 2010-2011

Oversaw digital marketing efforts for an industry-leading printing and sign-making equipment distribution company. Tracked website statistics using Google Analytics, devised online surveys to measure customer satisfaction, used best practices to optimize site and catalog for search engines.

Director of Search Marketing Programs

Juggle.com; Swansea, IL — 2008-2010

Oversaw advertising efforts on many first- and second-tier engines with pay-per-click budgets totaling nearly \$1.4 million annually. Made optimization decisions for campaigns including landing page design, ad copy generation, long tail keyword expansion and bid landscaping for over one million unique keywords in 14 different verticals. Managed team of nine analysts, developers and interns. Increased click through rate by 23% and arbitrage revenue per click by \$0.20 over a six-month period while maintaining an excellent Yahoo! quality score.

Producer

The Foxfire Agency; Collinsville, IL — 2006-2008

Produced copy for client projects, implemented HTML and CSS code for websites and ensured timely content delivery and customer satisfaction. Created agency's style guide, website copy deck and hotline phone script.

EDUCATION

University of Illinois at Urbana-Champaign; Champaign, IL

Bachelor of Arts — Communication and political science double major, 2008.

SKILLS

Proficient in Adobe SiteCatalyst, Google Analytics, Microsoft Excel, Google AdWords. Trained in Adobe Test&Target. Familiar with Adobe SearchCenter and Insight.