

**JAMES OMDAHL**

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PROFILE

Search Engine Marketing professional with more than four years of hands-on experience and a successful track record in Search Engine Optimization, Pay-Per-Click marketing and corporate blogging.

EXPERIENCE**SEARCH ENGINE OPTIMIZATION**

Optimization of all websites for www.InsureMe.com (over 700 webpages). Achieved first page and number one rankings for a number of highly competitive keywords on Google, Yahoo and MSN, such as "insurance quotes," "auto insurance," "health insurance," "home insurance," "insurance leads." Rankings achieved using low-risk on-page and off-page optimization strategies.

PAY-PER-CLICK MARKETING

Started InsureMe.com's paid search marketing efforts in 2003. Quickly ramped-up paid search from 0% of total lead volume to around 20% and managed a million dollar PPC budget. Created multiple PPC accounts with hundreds to hundreds of thousands of keywords through Google AdWords, Yahoo! Search Marketing (including a Diamond level account), Microsoft AdCenter, and many other second-tier and niche search companies.

CORPORATE BLOGGING

Lead corporate blogging initiatives for InsureMe. Helped direct the creation and promotion of up to four corporate blogs at a time. Served as the head writer of the two-time Web Award-winning InsureMe Affiliate Blog, which focuses on online marketing news, tips and tools.

HIRING AND MANAGEMENT

Served as point person in the hiring of multiple employees for both Options Talent and InsureMe. Oversaw the creation and staffing of multiple positions at InsureMe including copywriters, a business development manager, and online marketing coordinators. Managed InsureMe's copywriting group for about a year until the writers were absorbed into a newly formed creative department. Previously managed employees and store operations at Omdahl Enterprises' Subway location in Lakewood, Colorado.

AFFILIATE MANAGEMENT/CUSTOMER SERVICE

Served as the top affiliate manager at InsureMe. Helped develop and build strong relationships with online affiliates of various skill levels. Currently act as a subject matter expert for affiliates with questions about PPC, SEO and other forms of online marketing. Formerly worked in customer service/sales positions as a stockbroker, insurance agent and customer service representative.

PUBLIC SPEAKING

Spoke at two large conferences in front of crowds of 150 and 250 people. Gave a speech called "Building Better Publisher Relationships through Blogging" at the 2006 Commission Junction University Conference in Santa Barbara, CA. Was a co-presenter at the HIGH TECC Insurance Conference in Vail, Colorado in a session called "Search Engine Marketing: How Insurance Agents Can Take Advantage."

WORK HISTORY**INSUREME (INSURANCE LEAD GENERATION)**

Marketing Strategist (2006 - Present)

Affiliate Manager III (2005 - 2006)

Affiliate Manager II (2004 - 2005)

Affiliate Manager I (2003 - 2004)

Customer Service Representative (2003)

OMDAHL ENTERPRISES (SUBWAY FRANCHISEE)

Store Manager (2002 - 2003)

OPTIONS TALENT

Talent Scout/Hiring/Training (2002)

NASE/MEGA HEALTH AND LIFE

Health/Life Insurance Agent (2001)

ROTH CAPITAL PARTNERS

Account Executive, Investments/Stockbroker (1998 - 2001)

EDUCATION

CAL STATE FULLERTON, FULLERTON, CA - 2001

BA Business/Marketing - Graduated Cum Laude

REFERRALS

Available upon request.