

Overview

John Sisler is an Online Marketing Executive and Search Engine Optimization (SEO) expert with digital strategy experience to facilitate implementations of SEO, Pay-Per-Click (PPC), link acquisition, link building, online advertising, and campaigns.

- Executive experience defining and implementing enterprise best practices by managing teams of business users, programmers, developers, web designers and business analysts.
- Avid interest in leading and emerging digital industry trends.
- Differentiates results by not only identifying *'what'* can be improved with a site, but also *'how'* to implement changes.
- This advantage has been proven in numerous successful implementations, designing complex digital strategies, while managing the work of SEO, marketing, web, and development teams.
- SEO across hybrid enterprise environments including: Organic white-hat SEO, PPC, campaign reporting (ClearSaleing, Google Analytics, webTrends), Social Media, Link Building

Clients

Clients include: Borders Books, Campmor, Carlton Cards, Darice, Harry and David, Laidlaw, Marriott, Moen, Nationwide, Progressive, and TTI (Dirt Devil and Hoover), Sherwin Williams.

Experience

NSA Technology LLC., Akron, Ohio, Marketing Executive	March 2009 – Present
GTP Travel Inc., Twinsburg, Ohio, SEO Architect	June 2008 – March 2009
Brulant Inc., Beachwood, Ohio, SEO Architect, Senior Consultant	October 2005 – June 2008
FirstMerit Bank Akron, Ohio, Senior Application Developer, Database Analyst	2000 - 2005
Tiburion Technologies Cleveland, Ohio, Senior Consultant	1998 - 2000
Fitness Quest Inc. Canton, Ohio, Network Administrator, Webmaster	1996 - 1998

Education

University of Akron, Interdisciplinary Philosophy, GPA 3.6

Studies focused on philosophical theory related to psychology, neurology and logic. Worked within program with Neurologists from NEOUCOM to expand the envelope of the defined program.

University of Akron, Military Science, ROTC, GPA 3.8

Specialized in the art of leadership and performed on accelerated path to earn an officership in the US Army. Functioned as leader in combat arms units specializing in Infantry, Light Infantry, Armor, and Aviation. Competed in Ranger Challenge competition and have obtained Airborne Jump school certification.

Detailed Experience

NSA Technology LLC., Akron, Ohio, Marketing Executive

March 2009 – Present

NSA is an Internet company that leads the Affiliate Marketing vertical. Products include tools that allow customers to manage their own businesses by providing education, training, and software solutions for ecommerce storefronts as well as a library of how-to electronic books.

- Managed digital strategy, and implemented through teams of programmers, developers, graphic artists and media artists. NSA grew from 15 to 150 people in 9 months and John's role included establishing standards and implementing best practices at every stage of product development and fulfillment.
- Mentored talent as well as designing and conducting training for the programmers and developers.
- Established partnerships with eBay, DOBA and PayPal to create an administrative interface that allowed our customers to own and manage a website which could maintain inventory, post auctions onto eBay, collect money with PayPal and fulfill with DOBA. The complete solution included 10 courses on how to run an ecommerce website and understand eBay. Within one week of launching we were supporting over 400 new customer sign-ups daily.
- Designed and implemented an application to support Pay-Per-Click (PPC) campaigns. By downloading our keyword information we were able to automatically produce landing pages and other support pages. A practical example is that for 1200+ keywords, the application produces thousands of landing and multiple support pages in a few minutes.

GTP Travel Inc., Twinsburg, Ohio, SEO Architect

June 2008 – March 2009

GTP is a group travel company that is partnered with many hospitality industry leaders such as single reservation engines like Orbitz and hotel brands like Harrahs.

- Delivery and support of a digital strategy which transformed an outdated application into a scalable solution. This included upgrading multiple platforms and managing code changes without interruption to daily business. The strategy includes organic SEO, link building, paid search and usability.
- Managed numerous internal and external teams to drive project efficiency.
- The link building strategy included building supporting sites to link back to the conversion domain. The supporting sites are designed to support organic growth in their respective focus areas which are either location (i.e. Las Vegas or Orlando) or group type (i.e. corporate retreats or family reunions).
- The conversion reporting used [ClearSaleing](#) which tracks information from keyword usage in search engines all the way through to conversion.

Brulant Inc., Beachwood, Ohio, SEO Architect, Senior Consultant

October 2005 – June 2008

The top interactive agency in Northeast Ohio, and recognized industry leaders in Consumer Products & Retail, Healthcare, Financial Services, Consumer Technology & Media, B2B and Travel & Hospitality.

- Designed processes to deliver superior results in organic SEO and digital strategy for more than 30 clients.
- The clients were in diverse verticals including manufacturing, finance, consumer products, retail.
- Promoted the organic performance in search engine results pages (SERP's) by applying white-hat governing values of SEO.
- Designed and trained internal Interactive (media design and usability), Java, Microsoft and SEO consultants in organic SEO architectural design.
- Key projects included the extensive conversion of Borders eCommerce website from Amazon, a portal solution to maintain corporate branding for Marriott, SEO digital strategy project for Moen, education for Progressive Insurance marketing teams on SEO benefits and best practices, and a website redesign for TTI (Dirt Devil and Hoover).

FirstMerit Bank, Akron, Ohio, Senior Application Developer, Database Analyst **2000 – 2005**

Responsible for the design, communication, and implementation of key applications to assist with defect tracking and resolution, internet banking, claims, and mortgage processing.

- Designed and implemented a defect tracking and resolution system used for Consumer Loans, Mortgage Loans, Commercial Loans, and Deposit Services. Designed all aspects of the application beginning with the customer request and ending with preparing the enterprise installation. (end to end)
 - Conducted line of business customer interviews which uncovered an opportunity to track account defects throughout the enterprise using one interface.
- Design and implementation of a system used to manage telemarketing to prospects or customers based on a dozen campaign varieties by distributing the calls to the branches.
 - Conducted Marketing customer interviews which revealed the ability to replace a paper based call distribution process with an electronic process. All campaigns were standardized into types.
- Design and implementation of a system used to manage claims from credit and debit card used to track trends that identify fraudulent activity and alert customers of the process by generating form letters.
 - Conducted customer interviews with the Electronic Banking line of business which revealed the opportunity to replace a dozen disparate interfaces with one enterprise system that could be used to integrate all Electronic Banking departments.
- Managed a development team to implement a vendor application that electronically manages the mortgage process from loan origination, processing and closing.
- Managed a vendor system by promoting enhancements and increasing service availability through the Internet Banking channel. Integrated Credit Card partner and Mortgage partners into Internet Banking to provide additional services.
 - Results: Logon time was reduced from the vendor approved 26 seconds to 5 seconds. Availability increased from multiple outages daily to over 99.5% uptime. The client base grew from 11,000 users to over 150,000 users in less than 3 years.

Tiburon Technologies, Cleveland, Ohio, Senior Consultant **1998 - 2000**

Responsibilities included pre-sales support, definition of project requirements and best practices, application development and support. Additional responsibilities included teaching, course development, trade show demonstrations, onsite customer assistance and customer account management.

- Worked extensively on standardizing the corporate website based on industry best practices.
- Key client projects:
 - Developed an automated process to incorporate acquisition financial information into the existing companies bookkeeping. (Aerovox)
 - Developed a web based system that updated the workflow of an existing application and database with Business Process Views. These systems were instrumental in creating the paperless environment the client desired. (Rochester Gas and Electric)
 - Developed an online catalog that could be securely accessed by customers reflecting customer specific pricing. (Gerber Scientific)
 - Developed a Self-Service application for employees to update their personal information rather than call Human Resources. (Sherwin Williams)
 - Developed an electronic workbench that managed units of work such as support calls and preventative maintenance, and deployed worldwide. (Consumers Energy)

Fitness Quest Inc., Canton, Ohio, Webmaster, Network Administrator **1996 - 1998**

Responsibilities included a Web Design to accommodate E-Commerce and Online catalog and a network design to accommodate 75 - 100 users including system integration.