

David W. Saitta

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Deerfield Beach to Melbourne, FL. Updated Jan 1, 2016

Accepting: Contract Work, Temp-to-Hire, Project-Based, FT/PT

Skills & Key Words for Resume Scanning:

Marketing & Advertising Consulting / Google Analytics / Google Adwords / Google Maps / Management Consulting / Solution Selling / Value-based Selling / Management Planning / Operations Management / Search Engine Optimization (SEO) / Paid Search Marketing (PPC) / Social Media Marketing / Email Marketing (B2B&B2C) / Online Reputation Management (ORM) / eCommerce Hosting & Marketing / Mobile Marketing / Responsive Design / Digital Fraud Detection Software / Vendor Management / Outsourcing / Sales Training & Management / Sales Team Building & Management / Field Sales & Management / EBTDA / ROI / ROAS / Public Speaking / Outside & Inside Sales / Salesforce / Base Camp.

I have over 20+ years of sales and marketing experience. I am good on the phone and even better in person. I have spent the last 15+ years in Search Marketing / Advertising / Promotions, mostly in the "Digital World". I have and still do prospect for new business on a consultant level so my sleeves are rolled up almost every day. I have managed Off and On-Shore Design, Development, Programming, Content Writing, Link Building, Paid Search/SEO people/engineers/programmers and have for over 10yrs running my completely outsourced agency Proxy1Media.com. I am available for full, part time, contract or consultant work so feel free to contact me with your projects, employment opportunities or even ROI/Goal-Based needs, I am happy to review them.

EXPERIENCE

Any gap in employment would be filled in from working Proxy1Media full-time since 2008.

Major Accounts Manager/Owner & Creator Proxy1Media, 2007-Current

- Reviewing daily SEO, Design, Paid Search & other marketing and advertising deliverables from an off-site team that was created in 2007 for current clients & RFP's.
- Project Managing campaigns around client goals and budget for paid search marketing to include ad copy/ad group creation, geo, terms, website and landing page adjustments.
- Daily Organic Deliverables from link buying, to profile creation, content creation and placement to running third-party ranking reports and monthly client account reviews for all billed work. Performance & KPI reviewing for ROI/ROAS & overall lead generation.
- New Business Solicitation during slower months and when current accounts do not renew. More about P1M position beneath the YP.com position below.

Internet Marketing Manager

YP.com, Melbourne, Port St. Lucie/Vero, FL. 2012-2013

- Position involved training and assisting over 20 YP field representatives in all aspects of digital or internet related marketing & advertising for their book of existing and new business.
- Daily activities included account review & preparation for lead quantity /cost-per-lead, SERP positions, Paid Search Programs for keywords and ROI/ROAS for reps clients. Was on at least 2 if not 4 meetings a day with advertisers to review accounts while offering more solutions, revisiting client goals & updating all with YP's corporate deliverables team.
- Overall Office Internet Revenue was several million dollars a year (including 163 paid search accounts) with expected growth of no less than 11% a quarter. 60% of all bonuses achieved due to territory losing over 50% of its Union-Based-Account-Managers/Sales team therefore position was surplus within 11months.

SEO Sales Manager

3Dcart.com. Tamarac FL. *Contract Work 6 months* 2010-2011

- Found 3dCart while helping an ecommerce client and offered to help sales team to sell SEO to their existing client base. Team was 16 members strong and we outsold SEO deliverable department in 3 weeks after launch.

Major Accounts Manager/Owner & Creator

Proxy1Media, Boca Raton, FL. 2008-2012

- Provided Online Marketing Consulting including: Website Development/Design, Google/Bing/Yahoo advertising thru SEO, PPC, Social Media & email marketing to small to medium-sized businesses locally and through the United States via: www.proxy1media.com
- 100% responsible for New client acquisition through camber meetings/community networking, cold calling, mail-outs, paid & optimized local rankings & referrals.

Continued: ***Major Accounts Manager/Owner & Creator*** Proxy1Media, Boca Raton, FL. 08-12

*Successfully built and maintained three internal off-shore departments for Paid Search, Design/Dev & SEO as well as a reseller relationship enabling me to close larger accounts.

P1M Clients Defined:

Clients industries included: Legal, Financial, Medical, Manufacturing, Hormone Replacement, Male Enhancement, Energy Drinks, Plastics, Water Filtration, Contractors, Apparel & more.

***Specific Client lists** included companies like **Sea Tow** for almost 2 years being a project manger helping them with paid search for 115 franchised offices and main website optimization & SEO from On & Off shore deliverables.

***Mills Motors:** (the Nation's largest Junk Car/Auto recycler) marketing over 20 websites, \$5k/day in paid search spend & other solutions including classified ads, social and SEO.

***Private clients** also included financial lead aggregators from Wall Street spending in excess of \$7k+ a day with us on adwords & \$13k+ a month in SEO on another two projects with us for over 2yrs. Lead costs were lowered in the first 3 months over 60% as shown here:

<http://www.proxy1media.com/ppc.html>

***Testimonials of smaller clients** listed here: http://www.proxy1media.com/Proxy1_Test.html

***Created a team of five outside sales** reps at one point all working on a 1099 relationships.

***My business is 100% need-based/zero "employees"** and can be paused at any time with few residual client needs from time to time that can be taken care of before or after a normal work day. EG: This business will not interfere nor compete with anything else I am working on or with & I will/have signed my name to that as well as suspended marketing the brand P1M.

Regional Sales Executive

Moxy Media, Fort Lauderdale, FL. 2007-2008

- Marketed exclusive listing areas for Moxy's national websites on a county-by-county basis to attorneys, doctors and dentists. Sold directory listings & access to Moxy's lead generation program, website development / pay-per-click program & SEO.
- Developed training procedures, goal accountability and sales funnel process for new reps.

Florida Regional Sales Executive

Advanced Access, Anaheim, California 2005-07

- Public speaker for AA, promoting providing web site design and hosting to the Real Estate marketplace for over 30,000 customers nationwide.
- Performed extensive relationship building, marketing, proposal generation, cold calling and public speaking to real estate Brokers, Agents, Agencies, and many other web site-related industries. This work was accomplished thru a virtual office and often required extensive travel throughout the state of Florida.

Undergraduate Work Experience:

Sous-Chef/Asst. Kitchen Manager

Rialto Hilton Hotel, Melbourne, FL 1987-94

Controlled labor and food costs for staff of ten. Assisted General Manager, Food and Beverage Director and Banquet Manager for proper expedition of banquet event orders (BEOs) for an estimated 600 to 3,000 guests per weekend. Hotel consisted of a seven-room banquet facility, 270 Guest Rooms, and the San Marcos Restaurant.

Education / Training:

Associate of Arts in General Business **BCC 1994**

Bachelor of Science in Business Administration (BSBA), Management/Marketing **UCF 1996**

Completed 50% of the "*Executive MBA Program*" from **University of Phoenix 2003-4**

Memberships: Many including Sigma Chi Fraternity during college, class of **1996**.

Completed *Search Engine Optimization, Online Marketing, Social Media Marketing Certificates* from Expert Ratings.com. **2011**

Currently Enrolled in Expert Ratings *Project Management (PMP) Certification Pending*

Completed YP/AT&T Advertising Solutions: *Leadership Training Workshop* **2013**