

Greg Hollingsworth

Experience	2007 - Current	2 nd Story Software	Cedar Rapids, IA
	Online Marketing Specialist		
	<ul style="list-style-type: none">▪ Affiliate Marketing<ul style="list-style-type: none">▪ Manage 6-12 Affiliate marketing campaigns per tax season by utilizing a variety of affiliate networks<ul style="list-style-type: none">▪ Vetting potential networks, contract review/approval▪ Work with Sales/Account Reps. to create/launch TaxACT affiliate marketing programs▪ Setup backend creative tracking for use by network affiliate publishers▪ Place confirmation pixels, monitor affiliate activity to ensure traffic quality and prevent publisher fraud▪ Create/Maintain/Update the 2nd Story Affiliate Marketing Website▪ Communicate with network reps and affiliates to ensure compliance with TaxACT affiliate program standards▪ Increased Affiliate profitability 1300% during the 2008 tax season▪ Maintain the 2nd Story Software In-House Affiliate Marketing Program<ul style="list-style-type: none">▪ Sign new affiliates to the in-house program maintained by 2nd Story Software▪ Review/modify contracts for signatories▪ Provide all creative for individual affiliate sites▪ Setup backend conversion tracking▪ Social Media Marketing<ul style="list-style-type: none">▪ Created a social media presence for the TaxACT brand across various social media platforms (Facebook, Twitter, LinkedIn, Tumblr, etc...)▪ Maintain communication with TaxACT customers via social media channels▪ Implemented a brand monitoring program through the use of various listening tools (MediaFunnel, Techrigy, Alterian, Andiamo!, Radian6, etc...)▪ Trained call center staff to use social media tools to monitor and engage with customers seeking help/voicing dissatisfaction through social media channels▪ Proposed/Created marketing/customer service partnership program that provides call-center employees with basic marketing training to enhance front-end customer support/brand management▪ Created the TaxNEWS Tumblelog to streamline distribution of the TaxNEWS newsletter▪ Created/Manage TaxNEWS blog for the TaxACT Website▪ Enhanced/Upgraded the TaxACT Refer-A-Friend program▪ Implemented viral marketing plan that created \$15K worth of direct revenue in final 2 weeks of the 2010 tax season with no direct cost		

- Search Engine Marketing
 - Managed non-branded search marketing campaign for TaxACT during the 2008/2009 tax seasons
 - Worked with search marketing partners to implement backend tracking/conversion pixels
 - Monitored daily/monthly/season spending targets
- Search Engine Optimization
 - Worked with Wed Design team to create/implement keyword targeting strategy for TaxACT website
 - Optimize all top tier page content for organic search
 - Track all optimization with multiple tools to gauge performance/effect of optimization changes and make adjustments as needed
 - Work with various external partners to implement broader/sitewide optimization strategy

2004-2007 NewspaperArchive.com Cedar Rapids, IA
 Sales Representative / Marketing/Research Specialist

- Sold archival microfilming/digitization solutions to newspapers/historical societies/libraries.
- Managed 150+ individual client accounts
- Contributed/Co-authored daily/weekly/monthly newsletters featuring NewspaperARCHIVE.com content (The Daily Perspective, Beyond the Headline)
- Created marketing/sales collateral for prospecting purposes
- Created content for 25 individual content microsites used to highlight the content of NewspaperARCHIVE.com

Education 1998-2002 University of Iowa Iowa City, IA

Double major in History and Political Science, Minor in Religion
 ▪ 2.98 Cumulative GPA (3.35 major GPA)

Interests Reading, Writing, Softball, Golf, Media/Politics, Spending time with my family and friends.