



# JOHN SORTO

## DIGITAL MARKETING

### CONTACT



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### SKILLS & EXPERTISE

- **Paid Search** (Expert, 15 years' exp.)
- 8 Years DR, 2 Years EDU, 3 years Pharma, 3 years CPG, 2 Years Gov, 4 years Ecom, 12 years Local Business Marketing
- Google AdWords (Expert, 13 years' experience)
- Bing, Yahoo, and others (Expert, 15 years' experience)
- PPC Bid Management (Advanced, 9 years' experience) including Kenshoo, Acquisio, DoubleClick, DART Search, and Marin
- 2 years Operations background
- Other Experience: CRM, SEO, Analytics, Competitive Analysis, Advanced Marketing Strategies; Mobile Advertising, IP Targeting, Email Marketing, Affiliate Marketing & Marketing Automation
- WordPress and HTML basic understanding.
- Fluent in English and Spanish

### PROFESSIONAL PROFILE

#### DIGITAL MARKETING | MARKETING STRATEGIST | CLIENT MANAGEMENT

*Paid Search | Leadership & Operations | Integrated Marketing | SEO | Social | Web Dev*

Innovative and Creative Digital Marketing Professional with over 15 years of professional experience focused on the development and execution of strategic online marketing plans and successful campaigns. Proven track record of outperforming organizational goals and leading teams through the implementation of robust digital marketing programs. Recognized for strengthening sales and marketing areas to lead in aggressive markets and produce unique online concepts and strategies. Efficiently utilize competitive analysis, market research and statistical surveys to evaluate business plans and provide solutions that raise growth and increase productivity.

Skilled in running successful online promotions that have grown revenues exponentially.

### SELECTED HIGHLIGHTS

- Extensive professional experience including 20 Years of Management exp., 15 Years Marketing exp. 8 Years Client Services/Management
- Expertise in integrated digital project management, focusing on Paid Search but including organic SEO, content marketing, data analysis, social media marketing/campaign management, stakeholder meetings, management training and much more.
- Strong leadership skills with a record of developing teams, achieving projects on time and within budget, while fostering good communication between all parties.
- Excellent consultancy and client engagement abilities, known for finding solutions through critical analysis and leading cross-functional teams.
- Demonstrated exceptional leadership through strong communication with the team and external sources. Acted as a liaison to produce ideas and content campaigns while promoting the benefits of quality content.

### PROFESSIONAL EXPERIENCE

#### Chief Media (DR Digital/TV Agency)

**JUN 2018 – PRESENT**

##### Head of Digital Marketing

- Manage Teams on all aspects of Digital Marketing efforts for a DR client roster including PPC, SEO, Remarketing, Social, Mobile, WebDev, Email, & Display Marketing

#### John Sorto (Senior Marketing Consultant)

**JAN 2018 – MAY 2018**

- Provided strategic and operational support/direction to companies and agencies.

#### Edufficient (Agency)

**JUNE 2016 – DEC 2017**

##### Vice President, Head of Interactive Marketing

- Managed all aspects of Digital Marketing efforts for a roster of Higher-Education clients including PPC, SEO, Remarketing, Social, Mobile, Content & Landing Page creation,
- Developed standard operating procedures and established protocols for quality assurance, employee performance measurability, campaign launches, campaign audits, reporting standardization, rate plans, statement of works and RFPs.
- Interacted with Tech/Dev team to work within landing page/form system to align digital results with internal CRM system, resulting in a level of incorporating specific keyword performance to fully qualified conversions.
  - 30% increase in conversion rate | 7% conversion rate (EDU benchmark 4%)
- Managed and developed digital team to grow account roster from 1 to 7 with a client investment increase from \$90k to \$650K.

#### GroupM

##### Practice Director, Paid Search

**SEPT 2014 – JUNE 2016**

- Led, planned and organized the paid search practice within specific operating companies (i.e., Maxus, MEC, Mediacom, Mindshare, and Catalyst) in one consolidated unit. ~\$900MM dollars passing through GroupM agencies.
- Produced training/educational material for 400+ search experts.

## PROFESSIONAL EXPERIENCE (CONTINUED)

- Performed account audits and supported larger accounts: i.e., Land Rover, Ikea, Allergan, Bayer, CVS, Royal Caribbean, AT&T Amex, BlackRock, Barclay Cards, Bai, Dell.
  - Focused on new strategic approaches that improved brand(s) footprint by engaging with innovative technology partners.
  - Directed cost saving optimizations that reduced overall costs. 7-15% reduction.
  - Incorporated time-saving automated reports and processes that allowed more time for strategy, Saved 30% of the time.
- Participated in advisory boards & brainstorming sessions to support the evolution and development of significant partners: i.e., Google, AdGooro, Bing, DoubleClick, Kenshoo, & Marin.
- Negotiated rates and tiered discounts at a global level for vendors.
- Developed industry-leading innovations and SOP's within the practice to gain competitive operating efficiencies for improving results.
- Provided SEM support for new business pitches. i.e., GoDaddy, L'Oréal, LG, Husqvarna.
- Contributed to the Forester Wave submission that resulted in top scores for Paid Search.

### Mediavest (Starcom)

JULY 2012 – SEPT 2014

#### Senior Associate Director

- Provided search marketing leadership and strategic vision on biddable marketing efforts.
- Pitched and executed SEO services to several accounts. i.e. Coca-Cola, Honda, BMS Pharma.
- Coca-Cola: Increased budget by 3X; Provided \$400M in savings within first 90 days. This resulted in a reinvestment with innovative partners that increased targeted reach by 25%.
- Mentored, helped and developed junior staff.
- Notable Clients: Honda, BMS, Kraft/Mondelēz, COX Communications, Coca-Cola, Aflac.

### Heartbeat Ideas

FEB 2010 – MAY 2012

#### Associate Director SEM/SEO Lead

- Managed SEM/SEO search team workflow and oversaw search recommendations, execution details, and budgets.
- Trained Search Supervisors, Search Planners, and Assistant Search Planners.
- Established industry and Client-specific POVs and contributed to new business pitches.
- Managed over a \$3.2MM of media spend.
- Notable Pharma Clients: Galderma, Restylan, UCB | Cimzia, ProCure, Testim, Nexavar, Samsca, St Francis

### Neo@Ogilvy

MAY 2007 – JAN 2010

#### Senior Search Planner

- Managed and planned paid search campaigns for large clients with strict metrics and marketing goals.
- Mentored and trained junior staff.
- Accounted for record amount of Leads (~30%increase) for the USMC while efficiently surpassing all set KPI metrics.  
HSBC Direct: Campaign led to the generation of 10% more accounts as compared to previous year and \$1MM in additional revenue.
- Notable Clients: USMC, HSBC, FEMA (\$100MM of total combined media spend).

### ICrossing

JUNE 2006 – APR 2007

#### Media Manager

- Executed high profile and complex client's paid search media campaigns including initial planning, implementation, monitoring, optimization, analysis, and reporting.
- Notable Clients: Disney Parks, Vitamin Shoppe (\$10MM of media spend).

### Kreative Services

FEB 2003 – JAN 2007

#### Owner, Media Consultant

Managed responsibilities as Internet Consultant for small businesses. Website design, Search Engine Marketing

### Vitamin Shoppe

#### Site Producer & Digital Marketing Specialist

APR 1997 – APR 2003

- Initiated the company's first paid search campaigns on Overture and Google.
- Liaised between the Marketing Team and Site Development Team to assure cohesiveness from the catalog to site.  
Managed affiliate marketing, email marketing, and search engine marketing.