

Curriculum Vitae

David A. Wright

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EDUCATION

- University of Dallas: B.A., Liberal Arts, Studio Art, All Levels Education, 1977.
- All-Levels, Texas Teacher Certificate 1977, re-certified 1988.
- University of Texas at Dallas: M.A., Interdisciplinary Humanities, 1979.
- University of Texas at Dallas: Ph.D. coursework, 1988.

TEACHING EXPERIENCE

- Lecturer, Interdisciplinary Studies, University of Texas at Dallas for The Nature of Intellectual Inquiry and Technical Writing, 1991-present.
- Adjunct Faculty, Dallas County Community College District (DCCCD) for courses in the humanities, art history, design, drawing, publications production, 1985-1991.
- Instructional Technology Scout, Educational Computing, DCCCD, 1991.
- Instructional Associate, Continuing Education Division, DCCCD, International Small Business Development Center, 1989 - 1990.
- Director and faculty member, Project Horizon, Dallas County Community College District, Rome, Italy 1984-1987.
- Lecturer in Art History and Assistant Program Director, University of Dallas Rome Program, Rome, Italy, 1979-1980.
- Student Teaching, Bishop Dunne H.S., The Greenhill School, Dallas, TX, 1977.

EMPLOYMENT HISTORY

ANSIRA Engagement Marketing, Assistant Vice President, Media, February 2014 - present

Manage 10 media planners for search engine marketing, digital display advertising, printed shared mail and out of home for major brand clients including Domino's Pizza, Wendy's, Nationwide, Rent-a-Center, Carpet One, and Coke Solutions. Media spend exceeds \$35-million per year and we demonstrate YOY success for our clients.

ANSIRA Engagement Marketing, Director of Search Marketing & Lead Generation, August 2012 – February 2014

Lead the planning and implementation of search engine optimization (SEO) strategies, local search engine optimization (LSO) and conversion strategies for Ansira clients, including Domino's Pizza, Carpet One, Rent-a-Center, Brunswick Bowling, Culligan International, Mayflower & United Moving (UniGroup), Coca-Cola (B2B), and Dave & Busters. Provide local dealer SEO audit information to Mercedes Benz. I'm both hands-on, in the code, and client facing to service clients and pitch new business with deep-dive SEO reporting and lead generation analysis.

ATI Enterprises, Corporate Director of Interactive Media, August 2011 – May 7, 2012

Managed \$3-million/year search engine marketing (SEM) campaigns, social media and website development for 4 brands, 19 campuses and 60 programs by optimizing SEO/SEM and display advertising performance, including multivariate landing page testing, geo-targeting and 130k keyword campaign restructuring, while tracking against a strict ROI. Built landing page test strategy with content management system and paid-search optimization tool. Monitored and directed social media programs. Directed outside agency. To achieve better SEO, all websites were converted to WordPress CMS while maintaining legacy URLs, rewriting metadata and repairing structural issues to enhance search engine indexing. Government regulatory issues caused severely reduced cash flow resulting in position elimination. Left with consulting contract.

Academic Partnerships, Director of Interactive Services, March 2011 – August 2011

I was originally hired to build an in-house online marketing agency. Academic Partnerships is a leading provider of online education technologies and marketing for wholly owned for-profit colleges, such as the American College of Education and select programs of state universities, such as Arizona State, The University of Texas at Arlington, Arkansas State and Purdue. Under limited supervision, I executed, monitored and optimized online marketing campaigns including search, banner, email and affiliate marketing to meet and exceed lead delivery goals while supporting a range of brands in a high growth environment. Led the team to install an email service provider (ESP), Silverpop that required integration with Microsoft Dynamics CRM (MSCRM). Presented online marketing strategy briefings to South American colleges and universities. Due to executive restructuring, original job description was abandoned. Recruited away.

Digital Media Director, Click Here of The Richards Group, September 2007 – January 2011

Click Here is the interactive advertising arm of The Richards Group, the largest privately held advertising agency in America exceeding \$1.25 billion in billings. Personal billings exceeded \$10-million/year. Layoff due to client loss.

Summary of Duties:

- Planned and executed brand awareness and direct response digital advertising campaigns for Orkin, Inc., Advance Auto Parts, Centex Homes, Metro PCS, Honeywell CPG (Prestone, Autolite and FRAM), Protection One, Game Stop, Children's Hospital, American Greetings and SAIC
- Led the search engine marketing (SEM) team, managing more than 300,000 keywords in pay per click campaigns (PPC) and recommended search engine optimization (SEO) strategies
- Directed media planners to tactically implement online marketing strategies via DoubleClick for Advertisers (DFA)
- Developed strategic online marketing plans and represented agency for new business acquisitions
- Compiled, analyzed and reported campaign performance metrics for optimization and ROI purposes
- Optimization accomplished by campaign budget reallocation and creative message testing
- Processed and approved media vendor billings in excess of \$10-million/year

Senior Manager for Search (SEO & PPC), Media & Affiliate Programs, True.com, July 2004 – September 2007

True.com is an online dating service that dramatically rose in the marketplace from start-up in 2004.

Summary of Duties:

- Developed and managed search engine marketing (SEO & PPC) taking True.com from 50,000 click-thrus/month to well over 100,000 click-thrus/week
- Managed affiliate programs via Commission Junction with affiliate break-even status being achieved within 6 months and affiliate commissions exceeding \$150,000/month
- Grew the PPC SEM program with Google and Yahoo to manage over 50,000 terms with a monthly spend exceeding \$300,000
- Negotiated and managed e-mail, banner and text link advertising campaigns
- Strictly adhered to performance ROI metrics measured internally and via Atlas DMT

Senior Account Manager for Conversion Marketing, WebDex, Inc., April 2002 – July 2004

WebDex was a search engine marketing company. Among others, clients included Zales, Microsoft, Tupperware and Kaplan

Summary of Duties:

- Sold and managed client accounts for Internet marketing - search engine optimization, pay-per-click account management, and permission-based direct e-mail response marketing
- Developed Can-Spam compliant direct e-mail response system
- Consulted with clients about search engine marketing and search engine optimization for B2B and B2C marketing and sales
- Developed and managed Marketing Relationship Program, promoting services to resellers

**Business Development Director, Find Who Sells It, Inc., dba ClickPatrol.com,
September 2000 - February 2002**

ClickPatrol was an online-based automated pay-per-click management system and was sold to GoToast.com in February 2002.

Summary of Duties:

- Developed marketing strategies and business relationships for start-up web site providing a service to close bid gaps and maintain search-result list rank on client's pay-per-click search engine accounts on Overture, Overture-UK, FindWhat, Kanoodle, Ah-ah, Sprinks and Espotting
- Provided web-site development direction and marketing strategies
- Successfully directed e-mail campaigns, affiliate programs, sales, customer service and billing. Achieved breakeven financial standing within 5 months and was poised to become a profitable leader in the industry

Marketing Manager for Affiliate Program of the One & Only Network and Match.com, TicketMaster Online/CitySearch (TMCS), January - September 2000

The One and Only Network was the largest affiliate program on the Internet at the time and served the Match.com online dating service, beginning in 2000.

Summary of Duties:

- Managed marketing the One & Only Network Associate Program to web masters
- Conceptualized, executed and tracked promotional programs
- Wrote and edited web site and direct e-mail content for incentive promotions to grow traffic and increase user subscriptions
- Initiated contact and negotiated new associate commission contracts
- Managed Associate Support Services personnel responsible for technical support, fraud detection, commission tracking, check writing and mail

Marketing Director, Utrade.com, Web Media Ventures, April 1999 - January 2000

Utrade.com became the second largest auction website on the Internet. Developed and implemented marketing strategies for Utrade.com, including development of "The Storefront on the Web Program" which brought online and offline retail stores into the auction format on the Internet. The buyout of Web Media Ventures by TicketMaster Online/CitySearch and a partial stock-swap investment with Microsoft for its Sidewalk venture led to Utrade.com being absorbed by City Auction.

**Studio Director/Systems Administrator, The Maxfield Group (Formerly McKone & Co.),
September 1995 - September 1998**

The Maxfield Group was an advertising agency with annual billings in excess of \$24 million. The Maxfield Group was sold to SquareOne.

Summary of Duties:

- Hired and managed up to 10 production artists and all studio production services
- Directed daily production using the latest desktop publishing technologies for full-color publications, advertising, and web site development
- Participated in marketing project development with clients, including Dal-Tile, Wilsonart, Elk Roofing, Byron Nelson Golf Tournament and GTE

PUBLICATIONS

- ***The Constant Evolution of Search Engine Marketing***
Posted: December, 2010
<http://trends2011.clickhere.com/>
- ***DMNews 2009 Essential Guide to Search Engine Marketing*** (page 22)
<http://issuu.com/dmnews/docs/dmnews-search-guide-2009>
- ***Online Marketing Budgets in the New Economy: SEM vs. Display***
Posted: April 22, 2009
<http://www.btobonline.com/apps/pbcs.dll/article?AID=/20090422/FREE/904229985/1114/FREE>

AWARDS & HONORS

IABC Award of Merit from the International Association of Business Communicators for the design and production of the 1994 Metropolitan Dallas YMCA Annual Report.

- Presentation before the American Association of Community and Junior Colleges (AACJC), National Convention, Las Vegas, NV, 1988
- Instructional Development Grant, North Lake College, production and editing of "Project Horizon" videotape, 1985-1986
- Honorarium, City of Irving Arts Board for design and production of the 1st City of Irving Arts Board Calendar, 1982
- Award of Commendation from the Idea Exchange of S. D. Warren Co., 1981
- Award of Recognition for Graphic Arts Excellence, Graphic Arts Recognition Committee of Consolidated Paper Co., 1981
- Grand Award from the Council for the Advancement and Support of Education for Fund Raising Literature, 1981
- Kappa Delta Pi, an Honor Society in Education, 1977
- Recognized in Who's Who in American College and Universities, 1974, 1975, 1976

SELECTED ACTIVITIES

- iMedia Conferences, Florida, Arizona, 2009
- Affiliate Strategies Conference, Las Vegas, 2006, 2007
- Search Engine Strategy Conferences, Dallas, 2002, New York City, 2005, 2006
- Seybold Publishing Seminars, San Francisco, 1998
- Attendee, Seybold Publishing Seminars, San Francisco, 1998
- Interop Tradeshow Exhibitor, Saber Software Corporation, Las Vegas, 1995
- Kodak Digital Imaging Seminar, Dallas, Texas, 1992
- Capstone Communications, Advanced QuarkXPress Training, 1992
- Council for the Advancement and Support of Education, Communications Institute, University of Notre Dame, 1981, Boston, MA, 1984
- United Way Campaign, Campus Chairman, 1987 (104% of goal), 1988
- Invited Judge for Irving Independent Scholl District High School Arts Competition, 1987
- Chairman, International Education Committee, North Lake College, DCCCD, 1986