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GOOGLE EMEA (Dublin, Ireland)
Senior Product Specialist

July 2006 – Present

Responsibilities

- Collaborate with engineering and product management to develop and launch AdSense products.
- Analyse customer-driven feedback to drive product change for the needs of EMEA publishers.
- Development and execution of operation support and product launch plans.
- Formalise business case analysis to prioritise product launches and headcount allocation.

UNRIVALED MEDIA (Various Locations)
Proprietor

June 2002 – Present

Responsibilities

- Acquisition and development of a growing portfolio of niche content web properties including BusSongs.com and Just-Pooh.com. Manage small team of external contractors.
- Specialisation in paid-search marketing, employing pioneering paid-for-performance remuneration model. Clients include blue-chip and SME brands such as Amazon, eBay and Bet365.

Achievements

- Website portfolio generating over 1m page views per month. 150% average ROCE achieved.
- 20m eyeballs to client portfolio, generating US\$150,000+ in annualised merchandise revenue.
- Developed and sold KeywordLizard.com; a 3rd party Google AdWords tool.

COMMISSION JUNCTION, VALUECLICK (London)
Client Services Assistant – Network Performance

March 2005 – August 2005

Responsibilities

- Publisher and advertiser client support and training, striving to exceed service expectations.
- Client performance reporting for key accounts including Expedia, Lastminute & First Direct.
- Periodic analysis and direction provided for unmanaged accounts, aiding UK portfolio growth.
- eBay program and account management; providing strategic guidance, publisher recruitment, retention and optimisation.

Achievements

- Spearheaded publisher recruitment drive, creating over 100 publisher accounts that generate £1,000+ monthly revenues.
- Instigated account closure handling and negotiation process which has had a dramatic impact on client retention.
- Created tools to flag data anomalies, causing innumerable lost revenue savings.

GLOBAL INTERACTIVE MARKETING (Sydney, Australia)
Marketing Assistant

July 2004 – September 2004

Responsibilities

- Close collaboration with lead generation clients to optimise advertising campaigns.
- Lateral thinking and extended research methods to build lists of relevant advertising keywords.
- Continuous proactive market research to identify new website concepts and opportunities.
- Intense utilization of pay-for-performance advertising streams (e.g. Google AdWords and Overture).

Achievements

- Increased the advertising ROI for all campaigns, decreasing advertising expenditure while simultaneously increasing sale conversions and net revenues.
- Deployed time critical current affairs campaign which yielded a 250% ROI, generating US\$40,000 in extra sales revenues.
- Lowered the cost-per-acquisition for leading impotency drug manufacturer by 50%.

Work Experience

DANONE (London)
Supply Chain

July 2003 – January 2004

Responsibilities

- Management and control of order capture process.
- Communicate stock shortage issues, both internally and externally.
- Respond to customer enquires, providing a high level of customer service to senior supply chain and procurement managers of the leading supermarket multiples.
- Managed stock inventory system during recruitment period (August 2003). Maintained administration of CHEP pallet contract.
- Entry of delivery discrepancy data, processing special deliveries and organising delivery of samples.

Achievements

- Adopted a new database solution, reducing manual entry of delivery discrepancies by 60%.
- Improved invoice accuracy through problem solving, saving £5,000+ on lost sales/clerical costs.
- Developed a delivery–performance analytical model to provide KPI data and ad–hoc management information.
- Introduced an automated alert system to monitor the volume ordered per SKU against the forecast. Enabled the Planning department to identify potential shortages/wastages.
- Deployed initiatives such as a customer contacts database and SKU translation chart.

BET365 (Various Locations)
Bookmaker Clerk

June – August 2002 & 2003

VIDEO BOX (Henfield, West Sussex)
Retail Assistant

March 1999 – January 2003

MIRROR GROUP (London)
Personal Assistant for the Senior Advertorial Manager

June 1999

HENFIELD LEISURE CENTRE (Henfield, West Sussex)
Voluntary Recreational Assistant

May 1997 – September 1999

Education

UNIVERSITY OF BATH BSc Honours in Business Administration

2002–2006

- Four–year thin sandwich with two mandatory 6–month industrial placements.
- Rated 2nd best UK business degree in the ‘Independent’s Good University Guide 2009’.
- Achieved Classification: Upper Second Class Honours.

Focus areas of study:

- **Marketing**, Behaviour in Organisations, Operations Management.
- **Technology**, Computing, e–Business, Contemporary IS Issues, Virtual Organising.
- **Firm & the Environment**, Law, Research, Decision Making, Ecological Thinking.
- **Dissertation**: The Environmental Impact of Walkers Crisps (winner of an Accenture Prize).

STEYNING GRAMMAR SCHOOL
A–Level (A2) Results – June 2002:

1995–2002

AVCE ICT AA Business Studies A Systems & Control (AS) B

Interests

- Professional skills training, including: Presenting, Creative Facilitation, Project Management.
- Google Advertising Professional certification.
- Created Racecardgenerator.com, an online racing card solution for bookmakers.
- Recognised eBay PowerSeller with perfect 100% feedback rating.
- Take pleasure in adventure activities: skiing, skydiving, white water rafting, diving and sea kayaking.
- Passionate interest in e–business, film, poker, magic, and the field of lucid dreaming. Active runner.

Referees

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