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DOB 5<sup>th</sup> June 1984

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**SELF-EMPLOYED** (Location Independent)  
Web Property Developer

August 2010 – 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.

Achievements

- Website portfolio generating over 1.5m page views per month. Pure organic traffic.
- #1 Google ranking for core keywords.

**FACEBOOK** (Dublin, Ireland)  
Ad Operations Associate

January 2009 – August 2010

Responsibilities

- Schedule and implement advertising campaigns for premium brands including Paramount and Nike.
- Optimise strategic Facebook campaigns mid-flight to ensure full delivery and maximum ROI.
- Develop new processes and tools to improve team efficiency and scalability.

Achievements

- Defined distributed office service model, expectation setting and developing suite of processes.
- Project managed and executed multi-million dollar landmark campaign for Nike Football.
- EMEA lead for development of core ad delivery tool used by 100+ internal users globally.
- Hired, trained and mentored a high-performance team which grew from 2 to over 20 in 18-months.

**GOOGLE** (Dublin, Ireland)  
Senior Product Specialist

July 2006 – January 2009

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.

Achievements

- Successfully project managed the launch of the AdSense product into new markets, including Thailand, achieving a multi-million dollar run rate in incremental revenue.
- Coordinated launches of several ad format UI and behavioural improvements; driving network-wide RPM increases of several percentage points, with minimal impact upon operational costs.

**COMMISSION JUNCTION, VALUECLICK** (London)  
Client Services

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 and 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+ in monthly revenues.
- Instigated account closure handling and negotiation process which had a dramatic impact on client retention.
- Created tools to flag data anomalies, causing innumerable lost revenue savings.

## Work Experience

**GLOBAL INTERACTIVE MARKETING** (Sydney, Australia) July 2004 – September 2004  
Internet Marketing Assistant

### 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 YSM).

### 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%.

**DANONE** (London) July 2003 – January 2004  
Supply Chain

**BET365** (SE England) June – August 2002 & 2003  
Bookmaker Clerk

**VIDEO BOX** (Henfield, West Sussex) March 1999 – January 2001  
Retail Assistant

**MIRROR GROUP** (London) June 1999  
Personal Assistant for the Senior Advertorial Manager

**HENFIELD LEISURE CENTRE** (Henfield, West Sussex) May 1997 – September 1999  
Voluntary Recreational Assistant

## Education

**UNIVERSITY OF BATH** BSc Honours in Business Administration 2002–2006

- Four-year thin sandwich featuring two 6-month industrial placements.
- Rated 3<sup>rd</sup> best UK business degree in the 'Independent's Good University Guide 2011.
- Achieved Classification: Upper Second Class Honours.

### Focus areas of study:

- **Marketing**, Behaviour in Organisations, Operations Management.
- **Technology**, Computing, e-Business, Contemporary Information System 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** 1995–2002  
A-Level (A2) Results – June 2002:  
AVCE ICT AA Business Studies A Systems & Control (AS) B

## Passions

- Professional skills training, including: presenting, creative facilitation, and project management.
- Google Advertising Professional certification.
- Developed 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, poker, magic, and the field of lucid dreaming. Active swimmer.

## Referees

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