

Quentin Muhlert

Acquisition Marketer

Contact Information:
p: 415 944 0279
e: qmuhlert@gmail.com

Experience:

Current Employer: Symantec
August 2010 - Present

My time at Symantec has been divided between two roles. Most recently I've been named Lead Acquisition Strategist for non-core products as part of a newly formed internal marketing agency team formed to improve speed to market and acquisition effectiveness across brands.

I work directly with PMs, Directors, and Marketing Managers to ensure that product launches include the most effective customer acquisition strategies in place. I strive to break down silo barriers, build synergy, and seize cross-channel opportunities.

I'm part of the Top Talent group at Symantec and regularly report to SVP and Director level management.

My efforts focus on:

- Mobile Marketplaces
- Analytics and Telemetry
- Cross Sell Opportunity
- Organic Search
- Mobi/.com X-functionality
- Strategic Partnerships

My other major role at Symantec has been as SEO Manager in charge of all organic search programs for the PC Tools group, dealing with budget allocation, subcontracting, metrics development, and reporting directly to senior management in an environment where SEO was previously unattended.

During this time I've been supervising a copywriting and social media team, developing optimized content for publishing across several portals - and working across brands to implement optimized inter-linking strategies.

Skillset:

Omniure Suite
Google Analytics
Adobe Creative Suite
SEO / PPC / Web Analytics
User Experience Testing
App Market Strategy
IT Analytics
Dual Citizenship
(CAN/USA)

References:

Cory Jennerman
Marketing Manager
clubzone.com
p: 604 771 8404

Christian Paul
Senior Account Manager
6S Marketing, Inc.
p: 604 723 7509

Experience:

Previous Employer: H-Street Media, Inc.
January 2010 - August 2010

- Director of Analytics Department utilizing Omniture SiteCatalyst and Test&Target software to achieve business goals. Achieved 8% improvement in yearly gross revenues within 1st month of employment through testing. Further tests improved gross revenues again by 8.57%.
- Initiated post-mortem analysis processes for marketing campaigns, outlining ROI accountability within the acquisition team for management review.
- Built revenue attribution models to begin measuring return on advertising spend, which had never been done at H-Street.
- Initiated data verification processes which improved reporting accuracy by 500% through systematic cross-checking between web analytics systems, accounting data, and business intelligence databases.

Previous Employer: 6S Marketing, Inc.
2008 - 2010

- Promoted from Junior Analyst to Head of Search Engine Optimization within 8 months.
- Developed training materials and personally trained all new employees on SEO research methodology, as well as conducted weekly master classes on specific techniques.
- Worked with clients in a variety of industries, using Google Analytics, Webtrends, and Omniture software.

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Experience:

Previous Employer: Shear Comfort Ltd.
2006 - 2008

- Hired as part of the shipping & receiving crew, and promoted to director of online marketing within 12 months, overseeing affiliate, optimization, SEO, PPC, and display channels.
- Oversaw a website redesign project after which Search Engine rankings were maintained, and bounce rates were reduced by 15%.
- Designed an order up-sell process which increased average order values by 60%.

Education:

University of Victoria B.A. 2003
Victoria, British Columbia
Dual degrees in Economics & Social Research

St. John's Preparatory Academy Graduated in 1999
Guam, USA