

Paul John Skirbe

NYC & Open to Relocate Nationwide
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Executive Summary

Seeking a marketing leadership position in an early growth venture, where I can directly apply a diverse marketing skillset and my 10+ years of agency and in-house data-driven marketing experience. My skills range from the highly strategic - developing teams, product strategy and multi-channel performance media strategies - to the tactical - auditing and optimizing of KPI-driven digital media campaigns, writing content, and creating visuals in Sketch and Tableau.

Relevant Experience

Defined international performance media strategy and KPIs, as the global performance media director for key accounts, and oversaw regional team's multi-channel performance media campaign results within the US, Australia, and European markets – across Search (Google), Social (Facebook, Instagram and Twitter), YouTube and Performance Display programs.

Led the enterprise American Express account, managing the client relationships while developing SEO and Content Marketing programs for the enterprise as a whole and 10 different LOBs.

Spearheaded customer research, product design, technology and marketing direction for mar-tech product in pharma industry.

Managed teams of as many as 7, including channel specialists, in their professional development and practice development.

Executed and managed digital campaigns across paid, earned and owned media, including paid social, paid search, SEO, and programmatic.

Partnered with engineering team and leveraged machine learning techniques including Word2Vec and Bag of Words.

Conducted persona development projects and media modeling (e.g. impact analysis, share of voice analysis, etc.) on multiple campaigns to identify performance results, to demonstrate account team's quality of work and to assist client on internal communications.

Managed the life cycle of e-commerce campaigns from landing page development to SEM/SEO campaign management.

Pitched and won key clients business via agency new business pitches and quarterly adtech sales process

Managed agile and waterfall website development projects, SEO programs, data integration and database projects.

Co-authored 2 scientific publications accepted in two peer-reviewed scientific conferences. See below.

Work History

Director, Strategy & Marketing - Medmeme / medmeme.com April 2017 – Present
Spearheading a team of engineers and designers in building high priority analytics product targeting Pharma Execs with an incremental annual sales forecast of \$35MM.

Sales Director - Rockerbox / rockerbox.com March 2016 – March 2017
Closed \$1M+ in new media sales for a two year old programmatic media ad-tech startup

Sn. Account Director - iProspect / iprospect.com August 2013 – March 2016
Led performance media planning process of multi-regional, multi-channel performance marketing engagements, with \$5-10M quarterly performance media budgets, driving up brand metrics and ecommerce ROI and revenue metrics by as much as 300%.

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Account Director <i>Catalyst Online / catalystsearchmarketing.com</i>	January 2010 – July 2013
Account Manager Grew owned media budgets by \$1+MM YoY by developing advanced SEO strategy across client portfolio.	
<i>Sequel Systems / sequelmed.com</i>	September 2009 – January 2010
Marketing Manager Managed re-launch of the sales and marketing strategy and tactics for a new sales organization.	
<i>iCrossing / iCrossing.com</i>	September 2007 – February 2009
Account Manager Managed international SEM/SEO program for Lego, resulting in a search marketing revenue increase of 34% YoY and ROI increase of 36% YoY. Global organic search visibility rose by 184% YoY	

Education	New York University <i>Bachelor of Arts in Philosophy, Minor in Politics</i>	New York, NY
	Tacklebox Accelerator <i>Product Development and Entrepreneurship Course Cohort 3</i>	New York, NY
	ScrumMaster Certification <i>Agile Development Course</i> License 000669670	New York, NY

Published Work	Joseph Laudano, Saman Hong, George Wei, Paul Skirbe and Robert Matheis (2018). Development of a New Algorithm and Impact Metric for Scientific Journals . Medical Affairs Professional Society.
	Joseph Laudano, Saman Hong, George Wei, Paul Skirbe and Robert Matheis (2018). New Algorithm and Scoring Metric for the Evaluation of Scientific Conference Impact . International Society for Medical Publication Professionals. Publication date: April 2018

Skills	General Skills: Digital Marketing, Product Design, Data Analytics, Product & Marketing Strategy, Project Management, Team Management, Product Development & Management, Content Strategy	
	Marketing Channel Skills: Paid Search (Google, Yahoo, and Bing), Paid Social (including Facebook, Twitter and Instagram), SEO, Retargeting, Content Marketing, Display Prospecting & Retargeting, Video (including YouTube), Direct Sales & Email	
	Tools: Google Analytics, Doubleclick, Marin, Adwords, Rockerbox Recency Analytics, Brightedge, MRI, LoudDoor, Conductor, Moz, Salesforce, Tableau, Invision, Sketch, Jira	
	Software Skills: SQL/HTML/CSS	