

Paul Skirbe

NYC & Open to Relocate Nationwide
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Qualifications

- 10yrs of digital marketing exp. w/ top-tier accounts
- Sold \$5MM+ of business for agencies and startup
- Spearheaded product design and strategy in Medtech

Work Experience *Skyward Strategies Consulting* New York, NY
Owner (March 2017 – Present) – below describes main consulting engagements

Director, Product Management – Medmeme (April 2017 – Present)

- Spearheaded the product design, technology and marketing direction for certain products at Medmeme, including having designed and built a high priority analytics product with an incremental annual sales forecast of \$30MM. Expected launch date: April 2018
- Generated pre-launch demand by building a customized sales demo of the product for each prospect by partnering closely with engineering team and sales team
- Co-authored 2 scientific publications accepted in two peer-reviewed scientific conferences. See published work below
- Solved a mission-critical natural language (NLP) processing problem by partnering with engineer team and leveraging machine learning techniques like Word2Vec, Bag of Words, and TF-IDF

Vice President, Digital Marketing - Magnitude Digital (March 2017 – September 2017)

- Won 3 clients as the business development lead, generating \$500K in new annual revenue
- Increased client's organic search traffic 50% within the first three months by resolving key technical challenges and updating existing website content
- Hired and managed first full-time digital marketing staff to support our new client responsibilities

Notable Clients: Renesas, Jafra, Hill Country Chicken

Rockerbox / rockerbox.com New York, NY

Sales Director (March 2016 – March 2017)

- Closed \$1M+ in new media sales for a 2 year old programmatic display and video ad-tech startup
- Produced a team-wide sales operations product with MySQL, resulting in 5x increase in weekly email outreach and saved 8 hours of work per week
- Built up or opened new relationships at Assembly NYC, Horizon NYC, Acronym, Vizeum

iProspect / iprospect.com New York, NY

Sn. Account Director (April 2013 – March 2016)

- Led and managed a team of as many as 7, including account managers and channel specialists, to improve paid and organic media campaign performance across search, social, native and display. Ensured strategic alignment, proper staffing, consistent progress of client projects, and global and regional delivery excellence.
- Drove \$5+MM in organic incremental agency revenue
- Led media planning process of multi-region, multi-channel performance marketing engagement, with \$1-10M quarterly performance media budgets

Notable Clients: American Express, Sonos, Sage, Smuckers

Catalyst Online / catalystsearchmarketing.com New York, NY

Account Director (July 2011 – April 2013)

Account Manager (January 2010 – July 2011)

- Responsible for client satisfaction, renewals, contract negotiations, and new sales growth
- Increased revenue by 52% YoY from existing client base
- Led account team responsible for search engine optimization (SEO) performance across the entire Mediacom client portfolio, introducing SEO to the following six clients

Notable Clients: Allergan, GlaxoSmithKline, Audi, Shell Oil, Revlon, Lindt Chocolate

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Sequel Systems / sequelmed.com

Melville, NY

Marketing Manager (September 2009 – January 2010)

- Managed re-launch of the sales and marketing strategy and tactics for a new sales organization.
- Created sales and marketing materials including demo talking points, introductory presentation and created initial client feedback survey

iCrossing / iCrossing.com

New York, NY

Account Manager (September 2007 – February 2009)

- Managed the day-to-day client operations of a digital marketing account comprising SEM/SEO in 9 countries, 7 languages, and 50+ campaigns, resulting in a search marketing revenue increase of 34% YoY and ROI increase of 36% YoY. Global organic search visibility rose by 184% YoY.
- Conducted 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.

Notable Clients: LEGO, Toys R Us, Fairmont Hotels.

NextReflex / nextreflex.com

New York, NY

Senior Media Manager (January 2006 – August 2007)

Media Manager (April 2006 – December 2006)

- Built and executed 30+ multi-channel e-commerce campaigns. Managed the life cycle of e-commerce campaigns from landing page development to SEM/SEO campaign management
- Expanded revenue streams by partnering with CPA affiliate networks and launching email-marketing campaigns

Notable Client: Telebrands

Education **New York University**

New York, NY

Bachelor of Arts in Philosophy, Minor in Politics

Tacklebox Accelerator

New York, NY

Product Development and Entrepreneurship Course

Cohort 3

ScrumMaster Certification

Madison, NJ

Agile Development Course

License 000669670

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 **Softer Skills:** Digital Marketing, Product Design, Data Analytics, Product & Marketing Strategy, Project Management, Team Management, Product Development & Management, Content Strategy

Sales & Marketing Channel Skills: SEO, Paid Search, Paid Social, Retargeting, Content Marketing, Display Prospecting & Retargeting, Video, Direct Sales & Email Prospecting

Product Tools: Sketch, InVision, RealTimeBoard, Balsamiq, Adobe Creative Suite, MySQL, Jira, Confluence, Google Analytics, Github

Software Skills: SQL/HTML/CSS