

**Paul Skirbe**  
New York, NY  
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paulskirbe.com

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*Passionate marketing leader, who takes on complex assignments, excels at business development and client service and delivers superior performance. Well-versed in all performance media touchpoints and the ever-evolving digital landscape. Gets to the heart of the matter quickly. Operates with a strong sense of urgency and thrives in a fast-paced setting.*

**Business Development – Client Services – Team Leadership – Project Management**  
**Performance Media – Customer Acquisition - Data Analytics – Media Strategy - HTML/CSS**

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Work Experience *iProspect / iprospect.com* New York, NY

**Director, Client Services** (April 2013 – Present)

Directed and performed account management activities and served as the main client contact. Collaborated and interfaced with all levels of the client's organization to develop account knowledge and customer satisfaction at global, regional, and local levels. Supervised a team of as many as 7, including account managers and channel specialists. Managed account team performance, campaign performance, agency revenue goals, and pipeline management. Ensured strategic alignment, proper staffing, consistent progress of client projects, global and regional delivery excellence and agile management of ad hoc needs and unplanned business changes.

- Negotiated 20+ contracts, totaling \$5+MM in agency revenue.
- Part of winning pitch team for top tier owned media client. Led client partnership and initial contract negotiations, grew total fees 500% Year 1, and obtained Global SEO Agency of Record status Year 2.
- Led media planning and client approval process of multi-region, multi-channel performance marketing campaigns, quarterly.
- Partnered and consulted clients on performance media solutions, managed \$1-10M quarterly performance media budget, in aggregate.
- Managed the following media services: Paid Search, Paid Social, Programmatic Display and Video, Data & Analytics, Search Engine Optimization, Conversion Rate Optimization, Persona Development, Content Strategy Development, Content Production, Content Distribution, and Authority Outreach.

Notable Clients: Sonos, American Express, Sage, Smuckers

*Catalyst Online / catalystsearchmarketing.com* New York, NY

**Account Director** (July 2011 – April 2013, New York)

**Account Manager** (January 2010 – July 2011, New York)

As account director, grew revenue by 52% YoY from existing client base through client and agency relationship building, strategic planning and successful search performance. Led account team responsible for SEO performance across the entire Mediacom client portfolio. Responsible for client satisfaction, renewals, contract negotiations, scope development and new sales growth.

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

*Sequel Systems / sequelmed.com* Melville, NY

**Technical Sales and Marketing Manager** (September 2009 – January 2010)

Spearheaded re-launch of the sales and marketing strategy and tactics for a new sales organization by integrating product demonstrations into the roles and responsibilities of the sales person, edited demonstration talking points for sales team, redesigned introductory presentation to reflect company's value proposition, and created initial client feedback survey.

*iCrossing / iCrossing.com* New York, NY

**Account Manager** (September 2007 – February 2009)

Managed the day-to-day client relationship of a digital marketing account (LEGO) comprising SEM/SEO in 9 counties, 7 languages, and 50+ campaigns. In 2008, the SEM program resulted in an increase in revenue of 34% YoY and an increase in ROI 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

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account team's quality of work and to assist client on internal communications of program.

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.

*Client: Telebrands*

Education

**New York University**

New York, NY

*Bachelor of Arts in Philosophy, Minor in Politics*