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Top Skills

SEO

PPC

Internet Marketing

Hans Koch

Improving the Process...Optimizing Search Performance Marketing
to the MAX! test test test

Paso Robles, California, United States

Summary

Search Engine Optimization Specialist, Pay-Per-Click Admin, and
Project Manager.

Particularly I'm interested in anything search and web analytics.

I am always interested in new internet technology companies, as well
as the big players.

Specialties: SEO, PPC, Analytics, AdWords, Search Engine
Optimization, Facebook Ads, WordPress SEO, CloudFlare

Experience

Iceberg Media

Director Of Search Marketing

November 2012 - Present (10 years)

Manchester, United Kingdom (USA Remote)

Built and manage the following Agency brands along with setting up and
managing all client's Google Search Campaigns.

Servicing both Local SEO and National SEO clients.

SEO4Tradesmen.co.uk

SEO4Instructors.co.uk

IcebergMedia.co.uk

SEO4PlasticSurgeons.com

IcebergHQ.com

*SponsoredAds.net - (product rebranding coming soon)

Performance Max

Google Ads new campaign type.

AI - Artificial Intelligence + machine learning using automation to help find more converting customers across all of Google's channels: Search, Shopping, Gmail, YouTube, Display, Discover, Maps, Play Apps, & Remarketing.
Monthly budget cap (Adjust anytime)
Maximize Conversion Value with enhanced conversions for leads
Cost per Acquisition (90 days)

WebbROI

General Manager - Cebu Office
October 2011 - February 2012 (5 months)
CeBuInIT | Cebu Business Incubator for IT

Hands on Internet Marketing for technology Start-up businesses.

Click Eleven

President of Search Marketing
September 2008 - February 2012 (3 years 6 months)
1515 The Alameda, Suite 101E San Jose, CA, 95126

Generated stable revenue from several countries around the world.
Developed and Promoted Three different Search products.
Conducted OJT (On The Job) Training Programs 300+ hour sessions.
Speaking PowerPoint Presentations Below

Dyomo.com

Business Process Outsourcing Country Manager - Philippines
May 2007 - August 2011 (4 years 4 months)
11th Floor, Skyrise 2 Building Asiatown IT Park Apas, Lahug Cebu City, Philippines

Dyomo Digital Services is the result of decades of experience and a passion for bringing digital solutions to businesses. Dyomo is a team of service brands each specialized in their fields. Powerful campaigns can be built with these services joining forces. That collaboration is at the heart of the Dyomo family of companies, formed in May of 2010.

Brands:

Click Eleven - Maximize your SEO
Siteopea - Internet & Print Design
TrafficSupport Inc. - Call Center Solutions
DATAVolt - Data Management Solutions
little dazzle - Keep your message fresh
KodeRoom - Development services

With offices in the US, India and the Philippines, and creative minds across the globe, we are always growing and evolving. We share our lifelong learning with our clients, serving them with the advantages of today's technology.

- * Hans has 7 years experience in Internet Marketing and a Search Engine Usability Expert.

- * Has participated in over 4 out of 7 startups as founder or co founder, an entrepreneur that has brought him to San Jose, Australia, and the Philippines.

- * Participated in 12+ speaking engagements, seminars, and presentations in the Philippines on Internet Marketing.

- * Was initially invited to the Philippines in 2006 by the National Defense College of the Philippines to help teach a 3 day seminar on Web 2.0, SEO, and Ruby On Rails.

- * Hans has worked with dyomo's SEO clients since 2007.

TrafficSupport.net

BPO General Manager - Cebu

2009 - July 2011 (2 years)

11th Floor, Skyrise 2 Building, Asiatown IT Park Apas, Cebu City

Oversaw operations throughout the company in the BPO, Call Center, and Search Marketing departments as well as admin, finance, and HR.

Company rebranded to Dyomo Digital Media

syndeo::media

Co-Founder and Search Architect

September 2006 - September 2008 (2 years 1 month)

Makati, National Capital Region, Philippines

Managed syndeo::media marketing efforts...

I managed all Search Engine Optimization, Online Reputation Management and Pay Per Click Optimization campaigns.

Campaigns included: Nike Women PH, Tramigo GPS Tracker, Volcano Vaporizer, Craigslist posting automation...

WhosClickingWho.com

PPC Product Marketing Manager

February 2005 - October 2006 (1 year 9 months)

2560 Lafayette St. San Jose, CA 95050

Will WhosClickingWho?™ work with all Pay-per-click search engines?

Yes. We report on all PPC search engines: Google Adwords, Overture, FindWhat, Sprinks, 7Search, Ah-ha, Looksmart, all their affiliates, and any others you may be using.

AdTech Pay-Per-Click Product Management for Who'sClickingWho helped initiate the rollout of a redevelopment of the product and along with enhanced features.

Managed in house and outsourced team for new product rollout. Went from Cookie Tracking to a new server, codebase, and switched platforms to use JavaScript tags + url tagging which would handle tracking large traffic at once.

Managed support for onboarding for new and existing clients. Assisted high "click fraud" clients by optimizing and tracking PPC clicks while using Google Ads MCC (My Client Center) account.

Implemented Pay-Per-Click Optimization/Launch process for clients

Implemented Search Engine Optimization process for clients

Implemented Web Development process for clients

Implemented company blog – <http://www.clickfraudreport.com> (Moveable Type 3.17)

Pandora Squared

Search Ronin

December 2005 - August 2006 (9 months)

Sydney, New South Wales, Australia

I do Search

MadTown Design

Owner

1997 - 2001 (4 years)

Madera, California, United States

My first web design marketing company, developed Websites for small local businesses in California. Began to outsource development as demand increased to Ukraine and India.

Education

San Jose State University

Business Administration · (2002 - 2004)

De Anza College

· (2004 - 2005)

DeVry University

Computer Science · (2001 - 2003)