

Bob Hazlett

Geek Marketer. Non-traditional marketing, non-traditional thinking.

385 N. Graham Street #1
Memphis, TN 38117
T 937.360.6411
RHazlett@gmail.com
OneHalfAmazing.com

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Profile

Passionate, forward-thinking and imaginative geek marketer. Experience and interest in digital marketing, online advertising, social media and web strategy.

Career Highlights

ALSAC/St. Jude

2006-Present

- Team leader responsible for long-term vision of corporate web properties, raising over \$50MM online and ensuring a maximum return on investment (ROI) on digital marketing campaigns (\$2MM annual budget). Able to identify key stakeholders within an organization, capture their needs, prioritize, and balance into a plan that meets both their needs and the user community. Strategist able to balance the needs of a variety of internal teams, offset daily fire drills, yet meet the needs of the company. Developed new business opportunities, helped grow team and expand St. Jude on the internet using various methods including:
 - ▶ Online Marketing: Developed, managed and implemented paid search and display campaigns. In-depth understanding of what makes people click. Certified as a Qualified Google Adwords Individual.
 - ▶ Social Media: Spearheaded company-wide tactics and overall strategy for implementing and growing social media presence. Developed social fan base of over 100k fans, generating \$1MM revenue attributable to social media. Won national Facebook contest against top organizations and featured on [Mashable](#) and [NY Times](#). Full-blown knowledge of utilizing the right types of social media for various clients, experiences and market spaces.
 - ▶ Search Engine Optimization (SEO): Deep sense of what changes to websites and keywords can affect rankings within various search engines.
 - ▶ Online Reputation & Brand Management: Extensive understanding of online reputation and brand management by monitoring and responding to various outlets such as search engines, blogs and social communities. Ability to quickly identify supporters online, what they want and what language to use in order to reach them.
 - ▶ Web Analytics: Broad knowledge of web traffic analytics as well as statistical reports for SEO, Pay-per-click (PPC) and e-commerce.
 - ▶ Mobile: Implemented and created first mobile marketing and mobile revenue generating strategy for organization.
- Extensive involvement with [Thanks and Giving Campaign website](#) development resulting in year-over-year (YOY) revenue increase of 90%. Raised \$18 Million online over 3 years. Gave direction

and marketing expertise on communication and creative design pieces including banner ads, web layout, user experience, video components, e-mail appeals, TV and radio placement, media placements and direct mailings.

- Ability to communicate within a company, understand and prioritize emphatically the needs of multiple business stakeholders and prioritize. Mediator, able to defuse business stakeholders with cool logic and business acumen, as well as ensure the web team operates in an efficient operation. Loads of skills - project management, human relations, communication, and the ability to define clear concise goals based on dates for content and technical teams
- Demonstrate skills of innovation, and experiment and practice with new technologies as they emerge first hand –but by keeping a focus on long term business objectives
- Measured and analyzed key financial data, campaign exposure, promotional value and nearly 6 Billion marketing impressions.

Marketing and Communication Consultant, Fifth Third Bank **2005 - 2006**

- Technical consulting, strategic planning and business development of new and existing clients accounts wishing to enhance internal brand, employee relations and communications platform. Average Account size ~\$15 Million.
- Creative design, implementation and rollout of innovative financial education and marketing products. Developed dynamic brand image tied to family of products using emotion, creating passionate users and strengthening ROI.
- Experience with Hispanic marketing and communication program layout and execution.

Licensed Financial Specialist / Branch Assistant, National City Bank **2002 - 2005**

- Providing unique solutions for full range of bank products and co-managing \$36 Million branch. Increased branch brokerage income by 543% by strengthening local marketing strategies in coordination with corporate plans.
- Built strong relationships and nurtured top line growth by offering service beyond expectations. Increase in customer satisfaction from 80 - 95% over initial 7-month period.

Education

Wright State University, Dayton, Ohio - Bachelor of Science in Business, 2003

Beliefs and Professional Activities

I believe in permission marketing. I believe in making products that fit your customers and that it's not the strongest or the most intelligent of the species that survive, but rather the one that's most responsive to change.

I believe in new media and the power of the community. I believe that following your heart and your passions is just as important as your ideas and your strategy. I believe we all have the power to do something great.

In my free time, I speak and attend various web conferences.

- Startup Weekend Memphis 2009 & 2008
- Social Media Expedition Memphis (Speaker) - 2009 & 2008
- SocialCamp Memphis (Speaker & Planning) - 2009
- WordCamp Birmingham - 2009
- BarCamp Memphis (Speaker & Planning) and Nashville - 2008
- Google Adwords Client Summit (Speaker) - 2008
- Online Marketing Summit - 2008
- Future of Online Advertising - 2007