

BOB HAZLETT

DIGITAL MARKETING & WEB STRATEGY

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Profile

Passionate, curious and imaginative digital marketer. Experience and interest in web strategy, online marketing, social media and advertising.

Career Highlights

Director of Online Marketing, Memphis Convention & Visitors Bureau

2010 - Present

Appointed to establish a web strategy for a company that had a credible destination site, but lacked focus as well as a credible and profitable online business.

Results: Drove 20% increase in advertising revenue, 18% increase in visits and transformed their digital presence into a lean and authoritative powerhouse.

- Introduced new and original content strategy initiative across multiple platforms and media channels. Helped design, produce and write much of the content on MemphisTravel.com.
- Added \$200k to annual revenues by creating formal ad sales and sponsorship offering via web, print and mobile channels. Revenue is projected to triple in the next 5 years.
- Established and grew key strategic partnerships with local agencies, attractions and hotels to boost site traffic, ad revenues and visitors to Memphis.
- Advanced web traffic 18% in first year. Users of our websites spent 75,000 hours on content in 2010-11.
- Under my guidance, ILoveMemphisBlog.com has won [Best Blog in Memphis](#) for 2 consecutive years.
- Launched new web presence, content management system and 2 mobile apps designed to keep company lean, vibrant and ahead of the curve.

Online Marketing Liaison, ALSAC/St. Jude

2006 - 2010

Team leader of newly established internet marketing team which was 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). 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.
- 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.
- Mobile: Implemented and created first mobile marketing and mobile revenue generating strategy for organization.
- 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.

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Marketing and Communications 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.

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 at and attend various web conferences, mentor youth and try to golf.