

# SEAN MCGINNIS

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## SENIOR DIGITAL MARKETING PROFESSIONAL

Proven Digital Marketing Leader with over 12 years' experience in web development, search engine optimization (SEO) and on-line education. Driven to excel in fast paced environment, frequently managing 30+ projects designed to improve efficiency and quality of operations. Award-winning, growth-oriented innovator has managed team of 37 and operational budget of \$3.45 Million. Experienced enterprise leader with entrepreneurial core.

### AREAS OF EXPERTISE

Digital Marketing – SEO, PPC, Social Media, Blogging, Analytics, Email, Conversion, Influence Targeting & Marketing Leadership & Management ▪ Team Building & Training ▪ Networking & Relationship Building ▪ Revenue & Profit Growth

### KEY ACCOMPLISHMENTS

- Created, launched, staffed and implemented Web Advantage a new \$12 Million search engine optimization (SEO) product line and managed \$3.45 Million budget.
- Top leadership role in launch of Multistate Edge Business Line. Surveyed the marketplace and leveraged existing assets to launch a new business targeted to the multi-state bar exam market. In less than 6 months, reinvented product, redesigned software and launched a newly branded website to support. Scheduled to achieve 70% profitability over first 3 years.
- Fully versed in establishing and supporting teams of up to 37. During intensive 3-day leadership summit developed training program that was a key driver in consistent revenue achievement in excess of \$51.4 Million annually.
- Awards and Achievements include: Thomson Reuters Legal, Award of Excellence Winner – 2007, Nominee – 2006, 2008. Findlaw PACE Award & Findlaw Leadership Award – 2009.
- Professional Organizations include: Member – PA Bar Association (inactive status), Judge – Web Awards 2008-2010, Chicago Interactive Marketing Assoc, Minnesota Interactive Marketing Assoc, Social Media Club, Social Media Club Chicago.
- Published articles on Crain's Chicago Business, Ragan.com, PR Daily. Accomplished public speaker & thought leader in digital marketing, SEO & social media.

### PROFESSIONAL EXPERIENCE

**DOTCO LAW MARKETING** – Houston, TX  
*Business development for law firms.*

2011 to 2012

#### VICE PRESIDENT, MARKETING

Responsible for every aspect of the business for this innovative startup.

- Recruited, hired and trained team of consultants.
- Drove business process innovations throughout the company to empower consultants to easily package and deliver results to clients.
- Developed tradeshow marketing program by partnering with trial lawyer association that developed ~50% of new clients.
- Contract completed December 31, 2012.

**BARBRI** – Chicago, IL

*Leading provider of Bar Exam preparation products and services.*

2009 to 2011

#### DIRECTOR, DIGITAL MARKETING

Set digital marketing direction for MicroMash Bar Review. Carried \$2 Million P&L. Led a team of 6 employees. Pivoted MicroMash into MBE Edge. Created new strategy and new product line to support.

- Reduced overall cost structure of business by 47% during transition from MicroMash to MBE Edge.
- Streamlined and re-imagined online software for multiple choice test prep business.
- Re-branded MicroMash by launching new website.
- Achieved 100% top 10 Google results for 200+ top search phrases.
- Developed multi-channel digital marketing strategy to fill gap in revenue between 2009 and 2010 budget.

*FINDLAW* – Eagan, MN

2006 to 2009

*Web development and SEO for law firms.*

**MANAGER, SEO**

Led a team of 37 SEO consultants responsible for on-site and off-site search engine optimization to drive search engine traffic to Findlaw’s 7,000+ customer web sites. Successfully managed \$3.45 Million budget.

- Increased search results of portfolio of 9,000+ lawyer web sites by 32% YOY, every year in SEO Manager role.
- Created, staffed and implemented Web Advantage product line, delivering over \$12 Million in 2009. Awarded 2007 Thomson Award of Excellence in Growth category for launch of Web Advantage. First of its kind Findlaw product consisting of high level SEO consulting and link building services.
- Contributed to \$1.1 Million in new revenue tied to LawyerMarketing.com by increasing blog traffic from Google by 88%, Yahoo by 173%.
- Increased customer satisfaction, retention and speed of approval of customer web sites through creation of new standards for design, content & SEO teams.
- Eliminated SEO duplicate content issue business-wide via project “Home Sweet Home” that cleaned up and redirected over 32,000 domain names.
- Improved productivity of team members by 83% via liberal use of metrics and feedback. Reduced past due tasks from 169 to 0 in one month – maintained single digit past due tasks for over 2 years.

*FINDLAW* – Eagan, MN

2004 to 2006

*Web development and SEO for law firms.*

**REGIONAL MANAGER**

Accountable for business development, strategic planning and operations management of remote team of 11 consultants serving law firms and lawyers across New York, Pennsylvania, Connecticut, West Virginia, Ohio and New Jersey.

- Created web audit program that generated over 3,000 marketing leads nationwide for consultant organization.
- Reduced turnover rate in nationwide consultant force from 60% to 30% by creating new training program.
- 2006: 117% of Quota Q1 | 2005: Increased Revenue YOY 12% | 2004: Increased Revenue YOY 16%

*FINDLAW* – Eagan, MN

2003

*Web development and SEO for law firms.*

**SENIOR CONSULTANT**

Achieve profitable revenue levels in excess of assigned quota. Create market share and awareness of business and products where none existed.

- Increased number of custom web sites nationally by creating tool used by consultants.
- Assisted Regional Manager in training & hiring of new personnel throughout region of 13 consultants.

**EARLY CAREER**

<b>CONSULTANT, WEST PUBLISHING</b> ( <i>LEGAL RESEARCH FOR LAW FIRMS</i> )	1999 to 2002
<b>CONSULTANT, MAIN CONTROL, INC</b> ( <i>IT ASSET MANAGEMENT SOLUTIONS</i> )	1998 to 1999
<b>CONSULTANT, META SOFTWARE, INC</b> ( <i>BUSINESS PROCESS REENGINEERING SOFTWARE</i> )	1997 to 1998
<b>FOUNDER &amp; PRESIDENT, DVDVERDICT</b> ( <i>DVD MOVIE REVIEW WEB SITE</i> )	1998 to 2000
<b>CONSULTANT, WEST PUBLISHING</b> ( <i>LEGAL RESEARCH FOR LAW FIRMS</i> )	1994 to 1997

**EDUCATION**

JD – University of San Diego School of Law – San Diego, CA | BA in Theater – Elmhurst College – Elmhurst, IL