

## JOHN C. FERNANDEZ

118 West 16<sup>th</sup> Street • New York, New York, 10011 • +1 (917) 771-0102

<http://www.johnfernandez.com> • [john.fernandez@gmail.com](mailto:john.fernandez@gmail.com)

Senior online marketing leader with extensive experience developing global marketing strategies to directly impact revenues for major online corporations. Expert in web analytics and social media, leveraging online channels to strategically grow audience, generate leads, and increase revenue. Highly skilled in public relations, executing successful earned media strategies as well as developing paid advertising initiatives. Areas of expertise:

---

Online Marketing • Brand Management, Positioning • Web Analytics  
Search Engine Marketing • Public Relations • Media Relations/Earned Media  
Strategic Development • Partnership/Relationship Building • Business Development • Marketing Strategy

---

### PROFESSIONAL EXPERIENCE

#### **INTRALINKS, INC., New York, New York • April 2009 – Present**

Provider of enterprise-class solutions which facilitate the secure, compliant and auditable exchange of critical information, collaboration and workflow management inside and outside the enterprise.

**Online Marketing Specialist:** Managing SEM (SEO & PPC), web analytics, social media, website content, lead conversion optimization.

- Manage Search Engine Marketing, both Pay-Per-Click and Search Engine Optimization to support IntraLinks brand and products, design campaigns and optimize for ROI and ROAS and lead generation.
- Day-to-day updates and improvements to the main corporate IntraLinks website, as well as analytics efforts to improve site usability and lead conversion.
- Launched corporate blog, and oversee content creation and editing, as well as distribution via social media and word-of-mouth channels.
- Establishing and managing IntraLinks presence on sites like Twitter, Facebook, FriendFeed, LinkedIn, and other social media channels.
- Support Field Marketing team with various online marketing resources such as Google Analytics, WebTrends, Eloqua, Salesforce in order to improve marketing campaign results.

#### **TWING.COM, Jersey City, New Jersey • July 2007 – December 2008**

Community Search Engine specializing in Forum and Community content. Launched in March 2008 to become the premier Forum and Community Search Engine, with an index of over 1.3 Billion posts.

**Director of Business Development:** Head strategy development and tactical execution of business development initiatives, including forum owner, API and data sales partnerships. Direct public relations efforts to online and offline media as well as at industry events throughout the United States.

- Established and managed distribution strategy to leverage robust search API in order to develop distribution channels for the Twing search engine.
- Generated positive coverage in major print journals including *Detroit Free Press*, *St. Louis Post-Dispatch*, *PR Week*, major blogs such as *AltSearchEngines*, *CNet*, *DM News*, *Mashable*, *MediaPost*, *USA Today* and *Web 2.0*, and broadcast outlets including *Bloomberg* and *ABC World News Now*, as well as securing awards for such as *Laptop Magazine* Top 50 Web Tools 2008.
- Speaker at conferences such as *Coremetrics Client Summit*, *Forum One Unconference*, and *eMetrics Marketing Optimization Summit*.

#### **ACCOONA CORP., Jersey City, New Jersey • February 2004 – July 2007**

Online search engine serving the United States, Europe, and China offering online lead generation and eCommerce consumer electronics retailing.

**Director of Marketing Management:** Head strategy development and tactical execution of public relations and marketing initiatives as well as corporate communications. Strategically position, brand, and build awareness for multiple business lines, many internationally, through online marketing efforts, including

search engine marketing/optimization, banner ads, and email marketing, and offline advertising, including print, television, and radio. Directed corporate presence for major public events across the United States, Europe, and China, including brand launches and trade shows.

- Generated positive coverage in major print journals including *Time*, *Business Week*, *New York Times*, *PC Magazine*, and *Network Computing and Information Week*, and broadcast outlets including *Bloomberg*, *CBS*, *CNN*, *FOX News*, and *NY1*, and secured awards for Accona including *Time's* 50 Coolest Websites, *Internet Retailer's* Top 500, and *TWICE's* Top 100 Consumer Electronics Retailers.
- Realized significant cost savings, increased return on investment, and improved marketing effectiveness by bringing search engine marketing (SEM) capabilities in-house, overseeing an analytics-driven approach to success.
- Protected corporate brands worldwide by building a corporate portfolio of over 400 online domain names, completing acquisitions under budget, as well as financial leveraging and sales of domains.

**NEWSIGHT CORP. (formerly X3D Technologies Corp.), New York, New York • November 2002 – February 2004**

Producer of 3D visual technology for use in the advertising, medical, defense, architecture, and communications industries.

**Consultant:** Produced 3 major international public chess events featuring world-renowned chess grandmaster Garry Kasparov, coordinating successful live, online broadcasts on numerous Websites and Web portals and directing all marketing, public relations, and advertising efforts in support of the events.

- Provided turnkey product launch including customer support strategy, and quality assurance input.
- Served as corporate spokesperson and secured significant earned media placements with major outlets including *Associated Press*, *Reuters*, *USA Today*, *Wired*, *CNN*, *BBC*, and *CNN Headline News*.
- Developed relationship with ESPN2 to deliver 17+ hours of live TV coverage of the events.

**THE INTERNET CHESS CLUB (ICC), Pittsburgh, Pennsylvania • July 1999 – October 2001**

One of the earliest premium gaming Websites, launched in 1995, serving chess players worldwide.

**Executive Vice President:** Led global marketing, business development, and public relations strategy and implementation, building ICC into one of the 1<sup>st</sup> Websites to operate a successful membership revenue model.

- Increased total membership by 24% by developing both online and offline marketing strategies to attract new membership and retain existing members, and by initiating and fostering relationships with national chess federations in 6 countries. Further boosted nationwide membership growth rates by up to 500% by spearheading corporate globalization effort, expanding marketing reach by 9 additional languages.
- Produced events, both online and offline, across North America and Europe, promoting brand awareness and impacting membership recruitment.

**CAREER NOTE:** Additional positions include roles as Sales Director for SMARTCHESS.COM, Sales for AMERICAN CHESS SHOP/MANHATTAN CHESS CLUB, and Teacher and Head Instructor at ALLEN-STEVENSON SCHOOL. Details available upon request.

**MEMBERSHIPS:** American Marketing Association (AMA), Association of Chess Professionals (ACP), Search Engine Marketing Professionals Organization (SEMPO), Web Analytics Association (WAA)

## EDUCATION

**Coursework in Management and Leadership Studies**

New York University, New York, New York  
(Expected Graduation Date, Fall 2011)

**Coursework in Mathematics and Physics**

University of Maryland, College Park, Maryland