

# BENJAMIN LIU, MBA

(949) 230-0129      ben@thebenspot.com

---

## MARKETING AND PRODUCT MANAGEMENT

### PROFESSIONAL PROFILE

- Proven leader with extensive marketing, web site optimization and product management experience.
- Understands strategic needs at executive level.
- Implements innovative, revenue generating solutions that are metrics-driven and tested.
- Strong track record of increasing online order conversion on high-traffic direct response marketing web sites through understanding consumer needs and sophisticated targeting/segmentation

### AREAS OF EXPERTISE

- Web Site Optimization
- Creative Direction
- Product Management/Marketing
- Online User Experience
- Brand Identity Management
- Marketing Analytics/Reporting
- Direct Response Marketing
- Loyalty Program Development
- Offline Marketing/Promotions

### PROFESSIONAL EXPERIENCE

#### Director of Web Optimization

FreeCreditScore.com, FreeCreditReport.com / Experian, Irvine, CA – Consumer Credit Reports, January 2009 to Present

- Critical manager of new product launch including creation and optimization of all landing pages and order pages, development and execution of web optimization strategy, customer segmentation and targeting, resulting in consistent double-digit conversion increases over initial web site.
- Exceeded targets by generating over \$18MM in incremental revenue in 2009 while increasing visitor-to-order conversion by 14% across all company sites through multiple acquisition channels.
- Managed cross-functional optimization, creative and development teams handling up to 90 active tests at one time, resulting in significant impact on business direction and overall messaging.
- Actively worked with online and offline marketing, product and creative teams to integrate landing pages with broadcast, display and search campaigns, increased order conversion over 20% and reducing CPA's by 40% through consistent user experience, messaging, segmentation and targeting.
- Establish AB/MVT testing strategy, processes and guidelines. Maintain test calendar, best practices, write test plans, analyze and communicate results. Push advanced targeting and segmentation initiatives through real-time integration with Experian Marketing Services and Adobe Test&Target.

#### Director of Marketing Operations & Optimization

ProtectMyID.com / Experian, Irvine, CA – Identity Theft Protection Service, May 2008 to December 2008

- Integral part of product launch. Managed web site design and development, optimized media placements and order funnel resulting in an overall order conversion lift of 129%.

#### Product Manager

ClassesUSA.com / Experian, Santa Monica, CA – Online Lead Generation, June 2007 to May 2008

- Managed shared lead generation platform and matching engine to maximize lead quality and revenue per inquiry. Led development and launched full-featured client management application in 4 months that allowed reps to manage all aspects of their accounts including client presentation on the web site in real-time.
- Managed segmentation strategy, testing and optimization of email, landing pages and order funnel resulting in 45% increase in lead conversion with overall increase in lead quality.

#### Marketing / Product Manager

Innovative Blast, LLC, Costa Mesa, CA – Marketing Services Agency, April 2006 to Present

- Designed and implemented advertising production system for Delta Air Lines and managed design team that produced all of their print advertisements for sponsorships and regional advertising with turnarounds as quick as same day. Managed all specifications and technical issues with client to

optimize web application for their needs from user interface, order processing, alerts and fulfillment, to reporting and invoicing.

- Develop, manage and execute strategic B2B and B2C marketing campaigns. Clients included Delta Air Lines, CarsDirect.com, MojoPages.com and projects for MTV Networks and Comedy Central.

### **Market Integration Manager**

Academic Loan Group, LLC, San Diego, CA – Student Loans, July 2006 to June 2007

- Created, managed and optimized online marketing campaigns and web site. Managed direct mail calendar and lists for 1MM pieces per month to multiple segments. Developed customer loyalty program and managed Visa card program launch.

### **Product Marketing Director / Client Services**

SalesBuilder, Inc. (now Magnify360), Los Angeles – Strategic Consulting, September 2004 – July 2006

- Successfully executed strategic online and offline lead campaigns through customer segmentation and targeting. Developed interactive campaigns that doubled lead capture rate for Citrix Systems.
- Managed product development for SalesBuilder behavioral targeting application. Designed user interface, wrote technical specs, managed in-house and offshore developers and designers.

### **Founder & Marketing Strategy**

AccountNow, Inc., Irvine, CA – Consumer Financial Services, April 2002 – September 2004

- Founded and developed a company to service 40 million unbanked and under-banked Americans. Developed business/marketing plans and strategy, competitive/financial analysis and forecasting, recruited executive team. Implemented high-impact direct response campaigns achieving cost per acquisition under 10% of largest competitor. Raised \$3MM venture capital 1<sup>st</sup> round. Secured equity.

### **Marketing Manager**

Action Online Entertainment, Newport Beach, CA – Gaming Application, September 2003 – June 2004

- Managed international online and offline marketing campaigns in four languages, developed prepaid card programs and customer loyalty program. Increased display ad click through rates by over 200% through extensive ad testing, increased downloads 10% by optimizing web site.

### **Producer & Distribution Marketing**

Go Time Films, LLC, Sherman Oaks, CA – Feature Film Production, June 2000 – April 2002

- Produced an internationally distributed feature film, the world's first in High Definition 24p. Secured investors. Managed \$800k budget, staff of 75, vendors and distribution. Won best feature at Telluride Indie Film Festival, and generated coverage in numerous national publications.

### **Founder & Director of Marketing**

E-Commerce Processing, Irvine, CA – Business Financial Services, July 1998 – June 2000

- Built payment processing and merchant banking company from the ground up, providing e-commerce sites and card programs. Strategic planning, development, and branding of products and services. Managed product launches from concept to advertising. Developed B2B and B2C online/offline marketing and implementation programs. Grew company from 5 to 500 in 9 months, directly managed 6 designers and coordinators.
- Streamlined processes, negotiated with vendors, and increased quality control. Managed design and e-commerce teams, increased employee productivity 400%. Developed and launched loyalty card program, reduced client turnaround times from 2 weeks to 72 hours.

## **EDUCATION**

MBA, Pepperdine University – Global Business & Finance, 2004

BS, Harvey Mudd College – Engineering & Computer Science, 1994

Certification, Marketing Experiments – Landing Page Optimization, 2008

## **APPLICATIONS**

Omniture Test&Target, SiteCatalyst, TeaLeaf, Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Google Website Optimizer, Google Analytics