

MATTERING

Marketing



JASON J GREEN



BRICKY  
SEO

INTERNET MARKETING PROFESSIONAL WITH EXPERTISE IN ADVANCED SEO, REPUTATION MANAGEMENT, MARKETING STRATEGY, WEB/SOFTWARE DEVELOPMENT, EXECUTIVE PROJECT MANAGEMENT AND SPECIALIZED R&D

## Professional QUALIFICATIONS



- \* Effective, original SEO campaigns for Business, Politics and Individual Clients.
- \* Specialized R&D experience: re-engineering, search tech, web tech and custom projects.
- \* History of significant achievement in SEO, reputation mgmt, social media.
- \* Strong HTML5, CSS, PHP, Python and Mathematica.
- \* Thorough exposure to search technology, information retrieval science and data analysis.
- \* Expert web development: ROI-centric, usable, accessible, sexy.
- \* Business/Project Management: principal for two successful Internet marketing startups.
- \* Experience with latest and emerging web platforms, Google products, Social, etc.
- \* Diverse sales and sales management experience: teaching salesman to close.
- \* Very thorough understanding of search/social tech, predictive modeling & testing.
- \* Branding/Brand reach, guerilla marketing, email marketing and WOMM.
- \* Versatile Copywriter: web, social, print, special media.
- \* Experienced Educator: Training, classroom facilitation, course/curriculum design.
- \* Also: UX, DB, Server, Captology, Content, Analytics, Documentation, News Media and more.



SEO3g: Bleeding edge SEO system

Search modeling platform:

- \* Google Sim w/ intimidating accuracy
- \* Language/Syntax/Ontologies/ The works
- \* Optimization scenarios

SEO2g: The most advanced SEO system in use.

Perception Engineering: For adjusting public perception

Perception Index: Opinion discovery for any entity

Word of Mouth Marketing Automation Software

AXP: SEO metric for predicting visitor behavior

VLG: Visual mapping and analysis of websites

Capstone: Using captology to improve conversion

## Professional Achievements



- Executed innovative web marketing and reputation strategies resulting in increased donations and votes for national political campaigns.
- Created the second generation SEO system (SEO2g) from extensive private research and campaign data from hundreds of SEO projects.
- Developed training methods, attrition reduction programs and professional development courses for major tech corporations.
- Executed consistently effective SEO, reputation, social and mixed marketing campaigns.
- Successfully executed novel reputation management campaigns spanning celebrities & national politics to private individuals.
- Executive project management for political, government and large business accounts.
- Implemented aggressive sales training systems: resulting in increased revenue and customer satisfaction.

Invented advanced, data-driven, captology/psychology-informed, ROI-centric systems for ensuring profitable domination of:

- \* Search Space (SEO2g)
- \* Social Space (SMM)
- \* Reputation Space (ADRM)
- \* Interpersonal Space (WOMM)

### CITATIONS

Google Income/Atlantic Pub  
Text Retrieval Conference (TREC)  
Search Engine Guide  
Dept. of IT, University Nebraska  
ACM- SIGIR  
ISWS  
SEMPO

MENTIONS

### PASSIONS

Muscle Cars (Cobra Jet/302 Boss/289 mods)  
Boxing | MMA | Arduino | Tesla Tech  
Being an awesome dad

## PHILOSOPHY

The guess work inherent in SEO always bothered me, so I created a new SEO.

Important Principles:

- Minimization of guesswork (I'm not gonna sell best guesses to my clients).
- The Power of Data: the ability to extract actionable intelligence from.
- Unwavering Ethics: The fanatical protection and evolution of my client's businesses, brands and reputation.
- Radical Evaluation: constant scrutiny of approach in light of established and evolving goals.
- Quality: practical; subjective and technical
- Radical Honesty: Not always well received but very effective
- Culture: utility, beauty, coverage, context and the rabid pursuit of success

## Rankings

weight loss  
(you read that right)  
rockstar energy drink  
(that one too)  
backpacks  
baby stuff  
weight loss books  
weight loss surgery  
sports bags  
baby bedding  
ms exchange server  
protein diet  
ski clothing

## PAPERS

- \* Inference of Relevancy: Introduction to Vector Spread Activation
- \* Introduction to Semantic Connectivity
- \* The Anatomy of a Ranking Algorithm
- \* Information Retrieval Technologies in Modern Search Engines
- \* Findings on the 3 Part Google Update: Jagger
- \* Google PageRank and Related Technologies

### Experience



SEO, Reputation Mgr. & Web Strategist - July 2015 - Present | Freelance/Private Contract  
SEO Director - July - 2014 - July 2015 | Goldmart.com  
SEO & Web Strategist - March 2013 - July 2014 | Freelance/Private Contract  
Principal/CTO - Oct 2011 to March 2013 | Ubiquity Marketing  
Principal/CTO - May 2007 to Oct 2011 | Frequency Marketing  
SEO Technology Director - Nov 2006 to May 2007 | Pole Position Marketing  
Principal - Sept 2006 to Nov 2006 | GreenBUILT R&D  
SEO Manager - Sept 2005 to Sept 2006 | Pole Position Marketing



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