

EDDIE MERCADO

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WORK EXPERIENCE

DOTDASH MEREDITH

April 2019 – Feb 2023

Senior Director of Growth and Content Strategy

- Led finance education content strategy across Investopedia.com and The Balance (60M+ search referrals)
- Led transactional content strategy across finance, health, and lifestyle services (\$55M+ annual revenue)
- Supported five general managers and partnership executives with strategy and performance improvement ideas
- Partnered with senior editorial directors on content plans, budgeting, and quarterly traffic goals
- Partnered with product teams to improve user experience and SEO performance
- Presented weekly, quarterly, and bi-annual content strategy recommendations and business KPI reviews
- Audited competitors to identify growth opportunities
- Employed a coaching leadership style to manage six SEO senior managers, managers, and analysts

DISCOVERY COMMUNICATIONS, INC.

Feb 2017 – March 2018

Marketing Director, TVE Everywhere, Domestic Distribution

- Head of affiliate streaming & video-on-demand strategy across all TV distribution partners
- Managed distribution relationships to support TV Everywhere & video-on-demand expansion
- Presented programming priorities at quarterly meetings with top partners
- Worked cross-functionally with Digital, Distribution, and Global Technology teams to integrate partners

AT&T / DIRECTV

Aug 2011 – Feb 2017

Lead Manager, Digital Marketing, SMB E-commerce, Acquisition

- **Exceeded digital sales plan for eight consecutive quarters while also reducing CPAs**
- **Established brand voice across all marketing channels**
- Head of digital strategy for SMB TV and home security
- Developed digital content plan to target user segments, maximize conversions improving customer experience
- Managed \$10M+ in paid media to deliver growth, acquire high-value customers, and maintain CPA goals
- Coordinated campaign executions with agencies, site teams, and media partners
- Integrated online and offline marketing programs to build cohesive brand messages
- Mentored a diverse marketing team, including a junior marketer, content strategist, and web developer
- Implemented A/B tests to improve sales flow, site conversion, and prospective customer engagement
- Partnered with call center teams to drive down CPAs and enhance the quality of lead
- Supported CRM campaigns to improve retention and win back KPIs
- Managed digital agency resources to research, develop, and implement strategies to acquire new customers
- Oversaw quarterly business reviews to identify wins, misses, and areas of opportunity across the digital landscape.

Senior Manager, Digital Marketing, Residential E-commerce & Acquisition

- **Increased local paid media subscribers by 60% YoY, natural search subscribers by 40% YoY, and natural search traffic for the entertainment section by 250% YoY**
- Leveraged a \$5M+ SEO and local media budget to reduce overall CPA from paid campaigns
- Mentored a junior marketer and a marketing intern
- Managed multiple agencies and cross-functional resources daily
- Identified site improvements to increase customer acquisition from natural search traffic
- Optimized social channels to drive subscriptions and suppress competitors
- Identified social media content opportunities by leveraging existing sources
- Developed a microsite strategy to acquire customers and managed the build-out of 250 geo-targeted sites
- Developed an online local dealers strategy to drive activations
- Generated quarterly presentations to show progress, results, and significant upcoming marketing projects
- Managed digital agency resources to research, develop, and implement strategies to acquire new customers
- Worked with the CRM team to define prospect messaging and remarketing strategies
- Managed SEO strategy and implementation across all DIRECTV properties, including an online entertainment database, customer support center, acquisition marketing pages, and content dispute PR microsite
- Established SEO standards, guidelines, and best practices for content publishing

AOL Inc

Sept 2010 – Aug 2011

Senior Manager, Audience Development, Lifestyle

- Managed SEO, social, & email strategy across 15 AOL web properties, including Stylelist.com, KitchenDaily.com, Parentdish.com, Shelterpop.com, and AOLLatino.com
- Established SEO standards, guidelines, and best practices for all aspects of content publishing
- Developed online promotions to grow site traffic and CRM/email database
- Advised producers and marketing leads on search strategy for current and future projects, including best practices, workarounds, QA, and more

NICKELODEON AND MTV NETWORKS KIDS & FAMILY

Dec 2008 – Sept 2010

Manager, Search Marketing, MTVN Kids & Family

- **Grew search referrals for parenting sites by 450% YOY**
- Managed SEO strategy and implementation across 18 MTVN Kids & Family web properties, including Nick.com, Nickjr.com, ParentsConnect.com, AddictingGames.com, and Shockwave.com
- Worked with site leads and business owners to increase search referrals and meet traffic goals
- Co-developed products with production teams to drive traffic and engagement from search & social media sites
- Advised producers and marketing leads on search strategy for current and future projects, including best practices, workarounds, QA, and more
- Established SEO standards, guidelines, and best practices for content publishing
- Explored and developed social media and social networking strategies to promote content and drive traffic.
- Created link campaigns and strategies for all properties
- Managed social media channels during the 2009 Kids Choice Awards (live event)
- Audited technical infrastructure to identify search accessibility issues
- Educated producers and tech on new SEO standards, initiatives, and requirements
- Trained and partnered with public relations to increase search traffic through press releases
- Managed SEM campaigns for Parenting sites
- Provided competitive analysis and benchmarking for all kids and parenting sites
- Optimized URL structure, improved link popularity, edited copy, and defined site architecture

DISCOVERY COMMUNICATIONS, INC.

March 2006 – Dec 2008

Senior Search Analyst / SEO Lead, Discovery Interactive Technology

- **Architected content verticals and redesigned video sections.**
- Developed content integration strategies for 15 online properties, including Discovery Channel, TLC, Animal Planet, Science Channel, HowStuffWorks.com, Petfinder.com, and Treehugger.com
- Worked with each network and business unit to identify and design SEO strategies to help meet ad sales goals
- Established standards and guidelines for writing optimized page titles, meta descriptions & keywords, headings, anchor text, and ALT text
- Trained interactive producers on SEO best practices
- Established SEO rules for dynamically generated content
- Defined strategy for generating rich media metadata audio, video, images, and games
- Made recommendations on site architecture, URL structure, and source code best practices
- Created link campaigns across 15 Discovery online properties
- Reviewed sites for SEO compliance and presented reports to the top five networks every quarter
- Strategized and implemented new technologies to improve users' experience across online properties
- Served as point of contact between marketing and Discovery Interactive for SEM initiatives

EXPERIENCE WITH: SEMrush, Ahrefs, Screaming Frog, Looker, Looker Studio, Google Analytics, Adobe Analytics, Google Adwords, Comscore, Hitwise, Turn, Monetate, Optimizely, Adobe Target, Tagman, Facebook insights, Adobe Audience Manager, Heap, Salesforce, Teamsite, ATG, WordPress, Squarespace, RebelMouse, Conductor, Brightedge, Activ Collab, Jira, Asana, ClickUp, Slack, Google Drive, Box, Dropbox

EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

May 1999

- Bachelor of Science in Economics, with Dual Concentrations in Management & Legal Studies

ADDITIONAL WORK EXPERIENCE

INNOVATIVE ARTISTS TALENT & LITERARY AGENCY

Talent Agent

Nov 1999 – August 2005