



Justin Schoen

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PROFESSIONAL SUMMARY

Mission-driven Social Intelligence professional with over 5 years of experience in leveraging social media conversations to supplement and offset traditional customer research practices. Whom prides myself as forward-thinking researcher with achievements in working with cross-functional teams and companies to achieve marketing and organizations goals.

SKILLS

- Providing briefings for long term and quick term research projects
- Strong critical thinking capabilities
- Created and implemented social listening best practices
- Data Collection Specialists
- Sprinklr, Brandwatch and Spreadfast (now khoros) expertise
- Superior interpersonal skills
- Market Research
- Staff Management
- Social Media Platform Strategy, Marketing and Execution
- Product Development
- Strategic Planning
- Multitasking abilities
- Team player focused on cross collaboration
- Self-motivated professional

WORK HISTORY

SR. RESEARCH MANAGER, SOCIAL INTELLIGENCE *09/2016 to CURRENT*

Microsoft | Redmond, WA

- Planned, modified, and executed research techniques, procedures, and tests with social media data sources.
- Managed annual budgets and vast book of work that spanned across all brands and executives at Microsoft
- Set annual goals and priorities for innovation for the social intelligence practice.
- Collaborated with leadership team to identify relevant questions and determine best methods of collection and research techniques.
- Helped with large survey research projects and provided social research support for data processing operations.
- Partnered with cross functional teams and data sets including, telemetry, search, sales, and path to purchase.
- Performed statistical, qualitative, and quantitative analysis.
- Planned, modified, and executed research techniques, procedures, and tests.
- Used Sprinklr and internal Natural Language processor (NLP) to analyze conversion rates across multiple digital channels.
- Managed team of twelve query professionals to generate content data sets to be filtered and analyzed.
- Worked with vendors on resources allocation and staffing against research book of work.
- Owned end to end audience segmentation and customer journey strategy to implementation to support broader research projects.
- Developed query frameworks and methodologies to make social media data more actionable and useable for leadership and traditional research partners.

SOCIAL MEDIA MANAGER

06/2014 to 08/2016

REI | Kent, WA

- Partnered with creative to develop marketing materials such as, promotional materials and advertisements for social media.
- Had the honor to take part in the inaugural OptOutside campaign
- Managed and allocated funding to support REI social media ad placements in social media.
- Analyzed and reported social media and online marketing campaign results.
- Curated and segmented editorial content to increase engagement and channel growth.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Planned and instituted social media marketing plan for REI and its partner brands.
- Used Brandwatch, Spreadfast, and channel platforms to analyze conversion rates across multiple digital channels.
- Used Spreadfast and social platform ads managers to track consumer engagement and draw conclusions about user data.
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably.

SEO MANAGER

11/2012 to 06/2014

REI | Kent, WA

- Reviewed and optimized REI sites to improve keyword targeting URL strategies, website architecture and content.
- Created dynamic SEO strategies to exceed market competitors and meet the company's needs.
- Demonstrated exceptional knowledge and experience working in Moz, Screaming Frog, SEM Rush and Conductor to monitor and execute SEO strategies.
- Monitored performance of REI's marketing strategies and statistics to identify areas of improvement.
- Provided detailed reporting and analyses on client website demographics and statistics using Google and Adobe Analytics.
- Analyzed, monitored, and audited REI's websites to address performance issues.
- Conducted in-depth research and analyses to create company online marketing strategies.
- Completed keyword research to target competitors based on keyword targeting.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Aligned activities with corporate objectives by coordinating marketing, development and IT processes.

ASSOCIATE DIRECTOR, SEO

10/2012 to 11/2012

POSSIBLE | Seattle, WA

- In addition to the role as Sr. Search Manager additional duties were:
- Delivered process and analytical testing strategies for my team and client rosters based in North America, Europe, and Asia.
- Oversaw vendor delivery deadlines and requirements to fulfill priority contracts.

- Kept operations responsive and agile with proactive troubleshooting and problem-solving of routine and complex concerns.
- Directed management meetings to enhance collaboration and maintain culture based on trust and group problem-solving.
- Led day-to-day management of SEO programs across client portfolio, including Ford, Microsoft, AT&T and Coke-a-cola.

SR. SEARCH MANAGER, SEO

07/2007 to 10/2012

ZAAZ | Seattle, WA

- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Completed keyword research to target clients based on keyword targeting.
- Monitored performance of clients' marketing strategies and statistics to identify areas of improvement.
- Analyzed and audited clients' websites to address performance issues.
- Conducted in-depth research and analyses to create company online marketing strategies.
- Utilized search engine optimization and emphasized importance of link building.
- Maintained knowledge of current market trends and algorithm updates of top search engines.
- Provided detailed reporting and analyses on client website demographics and statistics using Google and Adobe Analytics.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Developed written documents and reports related to programs and operations.
- Developed program plans, goals, objectives, and milestones for evaluating and measuring effectiveness of operations.
- Identified appropriate KPIs and reported key metrics from digital campaigns.

CO-FOUNDER AND DIRECTOR OF SEARCH

11/2004 to 07/2007

SEO Drive | Detroit , MI

- Negotiated terms of business acquisitions to increase business base, solidify market presence and diversify offerings.
- Established and administered annual budget with effective controls to prevent overages, minimize burn rate and support sustainability objectives.
- Cultivated forward-thinking, inclusive, and performance-oriented business culture to lead industry in innovation and push progress.
- Aligned organizational objectives with company mission, increasing revenue, profit, and business growth by collaboratively developing integrated strategies.
- Met with clients to discuss paid and organic search campaign efficiency and presented illustrative reports, including monthly and annual performance metrics and analysis.
- Conducted research on emerging trends within industry and capitalized on finds to develop new products, services, and strategies.

WEB DEVELOPER

07/2001 to 11/2004

Net Generation Inc | Detroit , MI

- Planned website development, converting mockups into usable web presence with HTML, CSS, and JavaScript coding.
- Employed Adobe Dreamweaver, Visual Studio, and other technology to make line-code repairs and optimize corporate presence.
- Assisted web presence planning, implementing changes, and integrating requested elements to streamline business operations.
- Implemented Google and Bing based SEO and ad campaigns to meet budget specifications.
- Generated web hosting presence to accommodate specified needs, uploading and maintaining files on account.
- Collaborated with sales and project management teams, representing web team to establish project goals, projections, and milestones.
- Developed functional digital design concepts across various platforms to strengthen company brand and identity.
- Drafted customized layout and wireframes based on predetermined parameters and expectations.
- <https://justinschoen.com>

**WEBSITE,
PORTFOLIO,
PROFILES**

EDUCATION

Associate of Science | Web Design And Development
Baker College, Flint, MI

06/2001