

ZACHARY COCHRAN

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QUALIFICATIONS

- ◆ Strong understanding of internet marketplaces and search engine optimization
 - ◆ Good background in website performance testing, including split testing, usability, and conversion rate optimization
 - ◆ Excellent communications skills, both written and verbal
 - ◆ Experience with training in seminars, tradeshow, and business meetings
 - ◆ Familiar with web standards, including HTML, some JavaScript, and a little ASP
 - ◆ Skilled in Microsoft Windows (all versions) and Office usage and troubleshooting
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EXPERIENCE

PATRICK HENRY & ASSOCIATES, INC.

2006 to Present

Internet Marketing Specialist (February 2006 to Present)

Provided Internet marketing and lead generation strategy consulting for client companies.

- Developed paid search strategies for clients, including keyword selection, account setup, and management of ads and keywords.
- Performed search engine performance audits of client sites, and provided recommendations to improve search engine ranking.
- Prepared reporting and analytics for client company executives in readable and measurable formats.
- Performed usability and conversion rate analysis on client sites, recommending best practices for site performance.

EBAY, INC.

2002 to 2006

Seller Outreach Account Manager (2002 to February 2006)

Responsible for training and consultation with the top 1% of eBay sellers, as well as tracking key business metrics for this section of the eBay Marketplace.

- Developed systems to measure productivity for representatives on the team, including up-to-the minute measurements of success rates and ROI.
- Constructed a web database of commonly used information and built forms for easy submission and editing.
- Supported eBay tradeshow efforts by providing training and manning booths at many large tradeshow.
- Traveled to eBay's Vancouver center to provide training and support for new account managers
- Managed taskforce to streamline workflow processes using a mix of existing tools and integrating new ones
- Consistently improved seller gross volume and revenue in accounts managed

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Professional Experience Continued

Live Chat Activation Representative (2002 to 2004)

Supported new member acquisition efforts and fielded questions from eBay's newest sellers. Worked to develop tools within new live chat architecture.

- Developed tools to speed handling of multiple chats and ease transition from email to chat for new team members.
- Point of contact for specialized questions, specifically image uploads and listing tools
- Provided a resource for outsourced teams in the Philippines, Canada, and India by answering questions and handling escalations from team members in those locations

TOTALLY AWESOME COMPUTERS

2000 to 2002

Assistant Store Manager (2001)

Managed sales floor and accounted for daily finances. Maintained inventory and ensured supply was adequate to meet customer needs without losing any value.

- Balanced register nightly, and provided accounting for our store to central management.
- Managed personnel, including scheduling, hiring, discipline, and incentives
- Handled any escalated customer complaints and provided a liaison with the Tech group to expedite repairs where needed

Tech Department Manager (2000 to 2001)

Responsible for repairs, maintenance, and construction of new home PCs and business workstations. Ensured a 24-hour turnaround period for all warranty repairs. Handled escalated repair issues

- Developed systems to ensure management of up to sixty computer repairs daily.
- Provided standards for customization of new builds, including driver and installation issues
- Was tasked to develop a special water-cooled system to break benchmark records; achieved great success on a limited budget
- Contributed to the design of a system which received an Editor's Choice award with PC Gamer magazine
- Trained technicians to work directly with customers, providing high levels of support and communication

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References

REFERENCES

- ◆ Personal websites: www.virtute.org, www.modstomp.com
- ◆ Websites I've consulted on: www.novell.com, www.everysinglehome.com, www.fsirx.com, www.integracore.com, www.schoolimprovement.com, www.brainstorminc.com,
- ◆ Ben Gerona, Supervisor, eBay Inc. (currently in the Top Seller Account Management Dept.) bgerona@ebay.com, 801-545-2567
- ◆ Rawlyn Niemann, Team Lead, eBay Inc. (currently in the Billing Dept.) rniemann@ebay.com, 801-545-2038
- ◆ John Covey, President, Patrick Henry & Assoc. jcovey@patrickhenryinc.com, 801-756-5137
- ◆ Matt Schaugaard, Supervisor, eBay Inc. (currently in the PowerSeller Dept.) mschauga@ebay.com, 801-545-2576