

Mark Laing

- <http://www.akamai.com>
- <http://www.gstv.com>
- <http://www.123greetings.com>

SUMMARY

Smart Social Media Advertising, Mobile and Digital Media Expert.

Mobile Apps, Social Media Advertising, Digital sales executive with proven track record of revenue and demonstrated successes in the Mobile, Social Media, DR and Internet space. Proven ability to create and sell innovative products to target audiences. Ethical, enthusiastic and effective team leadership in fast-paced, results-driven sales environments. Able to identify key areas of strengths and weakness to increase sales. An impressive record of accomplishment selling mobile, social media advertising, RTB and online advertising solutions.

Specialties: Social Media Advertising, RGB, Programmatic buying, Mobile Advertising, Social Media, Twitter, Mobile, Wireless, Paid Search, PPC, Sales, Business Development, Marketing, Online Media, Search Engine Marketing Mobile marketing, Digital Media, Online Advertising, Sales and Business Development, Social Media, Automotive, Creative solutions, e-mail marketing, email marketing, online networks, viral marketing, Integrated/Cross-Media platforms, Search Engine Marketing, DR, Programmatic Buying, Performance advertising and Wireless.

SKILLS

- Mobile Advertising
- Digital Media
- Mobile Marketing
- Mobile Solutions
- Solutions Marketing
- Sales
- Mobile Devices
- Mobile Applications
- Advertising
- Start-ups
- Social Media
- Ad Networks
- Account Management
- Management
- Google Adwords
- Ad Serving
- Digital Strategy
- Affiliate Marketing
- Display Advertising
- Interactive Marketing
- Business Development
- Advertising Sales
- B2B Marketing
- Analytics
- Campaign Management
- Online Advertising
- Online Sales
- Mobile Internet
- SEM
- Email Marketing
- Integrated Marketing
- New Media
- SEO
- Marketing
- PPC
- Marketing Management
- E-commerce
- Digital Marketing
- Rich Media
- Online Marketing
- Media Planning
- Web Analytics
- Strategic Partnerships
- Viral Marketing
- Lead Generation
- Media Buying
- Web Marketing
- Google Analytics
- Product Marketing
- Content Strategy

EXPERIENCE

Laing Media

07 / 2014 - Present

Digital Advertising Sales Consultant

Social Media, SEO, Online Advertising consulting. Mobile and Digital Media Expert, Mobile Apps, Digital sales, RTB and online advertising solutions, performance advertisers, search and out-of-home digital media. Brand development, web site traffic growth, web site UI\design and advertising revenue. Develop brand strategy and CRM systems using Pipeline Deal and Salesforce. Strategic Consulting, including business plan & sales strategy. Advising new online businesses on formation of sales and marketing teams. Generate new business development deals for long lasting partnerships.

Spreeify

10 / 2013 - 07 / 2014

Chief Advertising Officer\Chief Revenue Officer

Spreeify (Rated a top 10 Rising Company by SV Biz Journal) is the engagement-focused social engagement advertising platform which gives brands access to premium publishers and a conversion-oriented advertising platform through our proprietary SocialActive™ technology. Spreeify removes friction from your advertising efforts. Our customers include small and large companies alike including Adobe, Journeys, Etnies, Swarovski, DesignByHumans and more. Our influencer network includes blogs and publications all around the country including Time, Glamour, NY Fashion, Huff Post, Shine, Yahoo, Ecouterre, Daily Candy, TreeHugger, FashionIndie, Hint, Daily Muse, Fashion etc and more. More info at spreeify.com.

Airpush, Inc.

01 / 2012 - 10 / 2013

Sales Director

Named “Best Mobile Ad Network” at the 2012 Mobile Excellence Awards, Airpush is on a mission to redefine mobile advertising for publishers and advertisers. More than 100,000 apps and 5,000 advertisers rely on Airpush to deliver the industry’s highest performance, driven by exceptional ad formats and targeting technology. With AirDSP, advertisers can run campaigns across all major mobile RTB exchanges and SSPs from a single interface, using the most advanced optimization and audience targeting tools in the industry. Airpush has partnered with Inneractive, MobClix, MoPub, OpenX, Smaato and other mobile RTB supply sources around the world, in order to provide AirDSP clients with nearly limitless scale for RTB campaigns.

123 Greetings

12 / 2010 - 01 / 2012

Director, Business Development

Top performing Business Development Director for one of the largest greeting card sites on the internet. Repeatedly won and retained top B2C clients such as LowerMyBills.com, eHarmony, Pizza Hut, and numerous direct response advertisers. Consistently led West Coast sales for this most sought-after consumer internet company.

Akamai Technologies

06 / 2010 - 12 / 2010

Mobile Sales Specialist

Mobile Sales Specialist at Velocitude after purchase by Akamai - non IT staff retained during handover. Led west coast mobile sales and helped transition Akamai sales teams to penetrate new and existing Akamai mobile clients after Velocitude purchased by Akamai without retaining sales team. Akamai Mobile Optimization for mobile devices combines the attributes of Akamai’s global EdgePlatform with the Akamai Content Adaptation Engine for providing

real-time mobile content adaptation.

mc-creation.com

03 / 2008 - 05 / 2010

SALES DIRECTOR

MC-Creation (www.mc-creation.com) London, UK Sales and account management for French digital creative agency specializing in mobile viral marketing with Call on Cue technology for clients such as Opel, Cisco, Toshiba, Citroen, and Procter & Gamble. Closed Fortune 500 clients such as Peugeot, Sony Ericsson, and Opel with viral marketing "Call on Cue" technology calling on top UK digital creative and media agencies for long-cycle viral campaigns with average \$400k+ deal size.

Gas Station TV

09 / 2006 - 03 / 2008

Vice President, West Coast Sales

Vice President West Coast Sales for Gas Station TV which provides advertising directly to customers as they fuel up their vehicles. Daylight viewable LCD screens perched above the pump provide a constant shout-out of targeted, first-rate programming and sponsored messages down to each individual gas station.

Infosearch Media

2002 - 2006

Vice President of Business Development

Vice President, Business Development. Search Engine Marketing, SEO, SEM.

Digital Entertainment Network

1998 - 2002

Vice President Marketing Services

Sold and integrated sponsorship's from Dell, Pepsi, Ford, Pennzoil and Microsoft.

Los Angeles Times

1996 - 1998

Category Sales Manager

Created and sold exclusive sponsorship programs on the LATimes.com to Samsung, IBM, United Airlines and other large early adopter advertisers.

EDUCATION

Bembridge School, IOW

Four "A" Levels, 11 "O" Levels, 2 "S" Levels

1st. XV Rugby, 1st. X1 Cricket, Athletics - 800m and 1, 500 metres I.O.W. Champion.

Bristol Old Vic Theatre School

Two year Professional Acting (FdA) (UK/EU)

Student Representative for Two year group.

University of East Anglia

English & American Studies

Drama Society, 2nd. XV Rugby Team.

INTERESTS Marathon running, environmentalism, theater.

ASSOCIATIONS Lapsed member of British MENSA, Taproot Foundation, Habitat for Humanity

LANGUAGES • Spanish (Elementary proficiency)