

Todd Malicoat

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Professional Experience

Broad Street Management, LLC

Co-Founder and CEO

October 2008 to Present

- Developed websites based on profitability potential while managing 15-20 contractors
- Achieved top organic rankings for highly competitive 2 keyword terms
- Built relationships with advertisers to develop successful (CPA) cost per acquisition model
- Optimized display inventory based on audience segmentation to increase profitability

Market Motive Inc

Faculty and Trainer

April 2007 to Present

- Trained in-house marketing teams on search marketing and social media for companies like Salesforce.com, Sony, Smart Money, and Paramount
- Developed recognized SEO training certification course
- Created Accredited Content modules for Rasmussen College's Internet Marketing Bachelors Degree Program

Meta4Creations, LLC

Marketing Management Consultant

February 2002 to Present

- Developed digital marketing strategies for companies like:
 - Public Broadcasting System (PBS), Meredith Corporation Properties, Thomas, Inc., Amazon.com properties, ReachLocal.com and Real.com
- Increased organic search traffic for client in travel space by 8X in 18 months
- Increased profitability 15% a year for last 5 years for seasonal online retailer
- Utilized integrated strategy that encompassed SEO, social media, website conversion and viral marketing for regional service provider allowing them to expand nationally

E-Wankers, LLC (CollegeDegrees.com)

Co-Founder

June 2006 to January 2008

- Bought and developed websites based on profitability potential
- Developed search engine friendly proprietary content management system
- Achieved 250% ROI for investors in 1 year

WeBuildPages.com

Vice President of Sales and Marketing

February 2005 to March 2006

- Improved sales revenue over 200% in under 1 year
- Developed process for identifying website potential profitability
- Created and developed learning systems for in house online marketing training
- Managed web content, development and marketing teams

System and Market Services of America (SAMSA)

Director of Internet Marketing

November 2004 to February 2005

- *Built SEO consulting business which brought in additional revenue stream*
- *Increased profitability of existing services through increased web development and computer networking leads*
- *Decreased marketing overhead by 60% while increasing quality lead generation*

Zehnder's of Frankenmuth

Network Administrator and Webmaster

March 2000 to October 2004

- *Maintained UNIX-based point of sale system*
- *Built and optimized Zehnder's website on Linux OS and Apache web server*
- *Co-authored inventory management system in Visual Basic*

Education, Skills. and Speaking Engagements

Northwood University

Midland, MI

Bachelors of Business Administration in Computer Information Management

Magna Cum Laude

Books and Press Mentions

- 2010 SEMMY Social Media Post of the Year
- Top 100 Marketers of 2009 from Invesp
- Top 100 Marketers of 2008 from Invesp
- 2007 Top 40 Most Influential in SEO and search marketing from GSINC

Quoted in:

- Your Visual Blueprint for Internet Marketing, by Kris Jones
- Ultimate Guide to Search Engine Optimization, by Jon Rognerud
- "Attracting web searchers, the new old-fashioned way," Inc, Magazine
- Webpronews, NY Post, iMedia Connection, Search Engine Watch, Search Engine Round Table, Search Engine Journal

International Speaker at:

Search Engine Strategies	Search Marketing Expo	Search and Social Summit
WebmasterWorld Pubcon	SEOktoberfest	Online Marketing Summit
Online Market World	SEMCon	Affiliate Summit
ASIDIC.org	SEOCClass	SEOMoz pro training

Skills

- 13 years web development and project management experience
- 5 public speaking experience about online marketing
- 5 years in management and leadership roles
- 4 years operating sustainable consultancy for online marketing management