

Bradley Smeltz

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610-392-2643

Current Address:

218 W. Fairmount Ave
State College, PA 16801

Permanent Address:

3812 Pheasant Hill Drive
Allentown, PA 18104

Education

The Pennsylvania State University

Smeal College of Business
Bachelors of Science in Finance
Minor in Entrepreneurship
Cumulative GPA: 3.60

University Park, PA
Date of Graduation: May 2011

Work Experience

ePossible Marketing, Owner

Allentown, PA

- Self created and owned online business marketing/
Internet marketing company *2007-Present*
- Legal license resides in South Whitehall Township, Pennsylvania
- Specializing in affiliate marketing, search engine optimization, pay-per click marketing (Google Adwords, MSN Adcenter, Yahoo! Sponsored Search), social media marketing, online video marketing and mobile marketing
- Generated over \$25,500 in revenue within two months from affiliate promotions
- Develop numerous affiliate and CPA marketing campaigns
- Interpret client's problems and needs with their marketing campaigns
- Negotiate budgets and daily spending amounts
- Conduct extensive keyword and competition research

Mosaic Interactive LLC, Pay-Per-Click (PPC) Specialist/Intern

Bethlehem, PA

- Simultaneously managed numerous client's pay-per-click accounts *May 2009-August 2009*
- Managed just over \$100,000 of clients' finances per year
- Met with business owners, proposed PPC campaign startups and explained existing campaign updates to present clients
- Continuously oversaw each company's marketing finances
- Developed new strategies to further improve PPC accounts
- Strengthened personal and relationship building skills

Activities/Attributes

- Penn State Investment Association *Fall 2007-Spring 2009*
 - Certified group member
- Penn State IFC/Panhellenic Dance Marathon (THON) *2008-2009*
 - Finance Committee
- Penn State IFC/Panhellenic Dance Marathon (THON) *2007-2008*
 - Security Leader, Rules and Regulations committee

Certification/Skills

- Certified Google Adwords Specialist *Summer 2009-Present*
- Strong desire and skill set for affiliate/internet marketing
- Successful entrepreneur, possesses a strong ability to think outside the box
- Confident demeanor with the ability to interact with all personality types
- Extensive leadership skills
- Strategic problem solving skills
- Working knowledge of Google Analytics, Google Trends and Google Insights
- Experienced in Microsoft Word, Excel, and PowerPoint