

## Albert Somlith · 3rd

Digital Marketing, Search Engine Marketing (PPC, SEO),  
Paid Social Media Marketing & Website Analytics Expert

Corona, California, United States · 500+ connections ·

[Contact info](#)



**Bruce Clay, Inc.**

California State Universit  
Fullerton - College of...

## Experience



### Senior Search Engine Marketing (SEM) Analyst (Pay-Per-Click)

Bruce Clay, Inc. · Full-time

May 2019 – Present · 1 yr 10 mos

Greater Los Angeles Area



### Senior Digital Marketing Manager

Specialty Equipment Market Association (SEMA)

Oct 2013 – May 2019 · 5 yrs 8 mos

Diamond Bar, CA

Responsible for developing strategy & executing effective online customer acquisition, conversion, and retention strategies and campaigns. This includes search engine marketing (SEO/PPC), social media marketing (Facebook, Twitter, Linked In), mobile marketing, retargeting and website analytics/reporting.



+2

## Search Strategist

inVentiv Media 360°

Nov 2011 – Sep 2013 · 1 yr 11 mos

Irvine, CA

Healthcare and Pharmaceutical Search Marketing Strategist

I specialize in strategic planning, implementation, tracking and analysis of Search Engine Marketing (SEM) programs for both Organic Search (SEO) and Paid Search (PPC/CP ...see more



## Paid Search Media Analyst

Earthbound Media Group

Sep 2010 – Oct 2011 · 1 yr 2 mos

I supported clients' marketing goals by employing a variety of tactical media strategies and techniques including, but not limited to, search pay-per-click (PPC), search engine optimization (SEO), A/B and multivariate testing, internal search optimization, display advertising, etc. In addition, my role also included analytics and reporting, performance ...see more

## Website / Marketing Manager

Import Trenz

Jan 2001 – Sep 2010 · 9 yrs 9 mos

Optimized organic search engine rankings for multiple websites maximizing traffic exposure and higher profitability

Analyzed and evaluated website traffic with Google Analytics to identify and improve problematic areas

...see more

[Show 1 more experience](#) ▼

## Education

### California State University-Fullerton - College of Business and Economics

2002 – 2005



### Santa Rosa Junior College

Associates, Web Page, Digital/Multimedia and Information Resources Design

1997 – 1999

## Licenses & certifications



### Google Adwords

Google

Issued Jan 2020 · Expired Jan 2021



**Google Analytics IQ**  
Google



