

Eric Haaranen

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Profile Summary

I'm an experienced marketing manager with a proven track record of producing tangible results.

Career Highlights

- **SEO:** My personal blog ranks #1 on Google.ca among 48 million competing pages for the search term 'website seo services'. It also ranks #5 for 'seo services'.
- **PPC:** I've created my own digital product, "Making Adwords Profitable" and I'm currently selling it online at MakingAdwordsProfitable.com
- **Writing:** I've written three books including "Nice People Can Sell" (see it on Amazon.com) and Marketing in Vancouver due out on in autumn, 2010. I've also written hundreds of articles, dozens of press releases and dozens of special reports relating to marketing.
- **Project Management:** Most of my work is done by overseas workers so attention to detail and communication skills are a must.
- **Copywriting:** I write all of my own sales material as well as my own blog content.

Work Experience:

Owner

Modern Sales Prospecting 2007 – present

I run my affiliate marketing campaigns and some marketing contracts through ModernSalesProspecting.com

Key Achievements:

- Developed and successfully sell my own Adwords product online through MakingAdwordsProfitable.com
- Was contracted to design the marketing strategy and to build the website for Slimming.com after the owner paid \$185,000 for the domain name
- Wrote a book titled *Nice People Can Sell* that is now available on Amazon.com
- Developed a portfolio of profitable and fully-automated websites

Online Marketing Manager Trek Escapes

2008 – 2009

With offices in four cities and 20 agents across Canada, Trek Escapes sent clients to over 140 different countries and was Canada's leader in adventure travel.

Key Achievements:

- Brought TrekEscapes.com site from Google Canada rank of #51 to #3 for primary keyword phrase "adventure travel"
- Increased organic search traffic by 37% within a six month period
- Increased in-bound links from 9 to 247 in six months
- Increased email subscriber list by 22% in first four months
- Reduced overall PPC (Pay per Click) budget by 21% without jeopardizing sales

Affiliate Manager

WORLD WIDE LEARN

March 2006 – December 2007

The world's largest online directory of education generating nearly 1,000 daily online sales leads for colleges and universities primarily in the U.S.

Key achievements:

- Increased the revenue per client figure by 25% by eliminating less profitable clients and expanding the exposure of the more profitable clients
- Modified PPC (Pay per Click) campaigns to decrease cost per conversion by 17%
- Increased revenue from revenue per sale affiliates from less than \$7,000 per month to over \$21,000 per month
- Introduced and expanded the concept of "list building" as a revenue-generating approach to lead generation in the Online Degree space

Owner

SAOPAULOENGLISH.COM

2002 – 2006

Lead generation site matching students looking for English help with providers of English services within the city of Sao Paulo, Brazil.

Key Achievements:

- On average 428 qualified leads were generated per month with a 21% close percentage
- As a customer loyalty/lead generation tool, the Tip of the Day email subscriptions peaked at 9,122 recipients spread across 5 continents in June 2004
- This site was primarily promoted by PPC (Pay per Click) and I've been honing these skills since
- Site was successfully sold in October 2006

Manager of Product Strategy

ONVIA.COM

2001 – 2002

Onvia.com was an online small business marketplace. I was brought on-board to oversee the creation and launch of the Request for Quote division.

Key Achievements:

- Successfully launched site with minimal delays and within budget
- My responsibilities were expanded to oversee the new Small Business Information Centre and manage a small team
- Our base of sellers increased an average of 13% per month during my tenure
- Leads generated increased

Education:

Bachelor of Commerce Degree – Honours in Marketing

University of Guelph, Guelph, Ontario Canada 1993

Publications and Press Releases I've Written

- [Nice People Can Sell](#) – my book on Amazon.com
- [Marketing in Vancouver](#) – a book that will be ready September 1st.
- "[Trek Challenge](#)" press release written for Trek Escapes
- "[Surprising Travel Plans](#)" press release written for Trek Escapes

Languages:

- English – Native
- Portuguese – Intermediate