

Robert Henslee

CEO Director of Search Corp - Corp Consulting Social Media Sales & Mgt SEO SEM PPC
Internet Marketing (Angel Investor)

Directorofsearch@Gmail.com

Summary

(Corporate Consulting Scvs) DirectorofSearch(@)Gmail.Com - Accepts all Invites ! Top-Gun

35 years experience building all on-line collateral's, brand management, establishing international distributorships and implementing on-line international marketing strategy from scratch while managing platform clouds, agencies, supporting hardware/software vendors and associated customer/marketing/sales relational database structures and improving the companies bottom line. See my personal web site <http://www.directorofsearch.com>

15 + yrs experience in an Internet environment with 8 years SEO/SEM/SEA responsibilities.

Manage to \$350K monthly SEO/SEM budgets on top tier search engines (Overture, Google, MSN, Yahoo, etc).

Deep Exp with paid search bid optimization and Web Analytics tools like NetTracker, WebTrends, etc. Execute top strategy Adwords using knowledge of latest trends of major search engines and social media.

World class expert in natural/organic search engine optimization tactics and tracking web metrics. Quantitative skills include the ability to monitor budgets, understand ROI and select relative data for analyzing future marketing actions.

Strong knowledge of the search engine marketing industry: media providers, tools, technologies, trends, etc.

Experience with both B-to-C and B-to-B and a variety of CPM, CPC, CPL and CPA campaigns. Used as SEO/SEM consultant expert in lawsuit defending Google.

Slotted over 9000 Top 10 search terms on over 150 International Search Engines including Google, Yahoo, MSN, AOL, Ask, for clients

Reversed engineered fortune 100 internet marketing plans, PPC models

In early 2008 a Joint Venture firm called Internet Marketing Gorillas, LLC was formed, Robert

developed a proprietary technology titled AUMMB (Adaptive User Marketing Modeling Behavior). This technology is underpinned with skill sets and custom built tools, technology and analysis over 5 yr of real-time development, hybrid SEO/SEM/SEA technology sold 7 figures.

Specialties

Robert is a authority on SEM and Search Engine Architecture. A world-class expert in natural/organic search engine optimization tactics & tracking web metrics (http headers, redirect, tracking pixels, etc.) with a self created set of Search software tools that are one-of-a-kind. Specialist at deployment 3rd party analytic tools Coremetrics, WebTrends, Google Analytics, etc. Competencies coding in 15 languages. Authored AUMMB Lead Generation System sold 7 figures to private investors

Experience

CEO - Director of Search Marketing at Director of Search Marketing Corp.

January 2007 - Present (4 years 10 months)

Marketing, Internet Marketing, Brand Marketing, Lead Generation, Facebook Marketing, Social Media Marketing Monitoring & Management, Website Design, SEO, Real Estate Marketing, Web Marketing & Local Search Marketing with Google Places and other Local Directory Marketing. On-line Marketing Strategies that produce results. Brand development, web site traffic growth, web site and advertising revenue. Start-up brand strategies a specialty. Platform Management and Vendor Management is one of our specialties.

Our Strategic Corporate Consulting, including internet marketing strategy/plan development. Advising new businesses on formation of corporations and business sales structures. Strong skills tackling 800 lb Gorilla's (competitors) internet marketing plans (especially reverse engineering given Gorillas) while providing new market reach for clients with limited resources resulting in increased market shares and improved much needed CPL costs and ROI revenue.

We are currently active in Marketing Pharmaceutical Biotech Life Sciences & Medical Devices - Presently establishing/developing/building international distribution channels and contacts. If you have a marketing channel or would like to develop a new one - lets get together. Skype-id Henslee57 - I accept all invites DirectorofSearch (@) Gmail.Com. We can introduce you to 18,678,800+ professionals worldwide \$\$\$ and growing everyday. Yes we build social media campaigns that really work !

We manage dedicated servers for e-com web and social media applications as well . Knowing our team is taking care of your on-line collateral's let's you sleep easier at night without having to constantly monitor servers and applications. We've developed quality digital collateral's for our clients and it is nice to know that someone is there to assist with everything from web development in PHP to managing complex .NET projects not limited to complex PPC models, SEO/SEM and social media strategics. (See Personal Website)

5 recommendations available upon request

Consultant - Chief Internet Marketing Officer at BIOTX Corporation

January 2010 - September 2011 (1 year 9 months)

Chief Internet Marketing Director for BIOTX Ltd - Makers of world famous medical devices such as the Wheelchair Pump which enhances the quality of life for people with disabilities and facilitates mobility while enabling self-sufficiency.

Responsible for building all on-line collateral's, brand management, establishing international distributorships and implementing on-line international marketing strategy from scratch.

Responsible for managing platform clouds, agencies, supporting hardware/software vendors and associated customer/marketing/sales relational database structures. Especially interested in distributor network contacts/relationships.

Duties include on-line marketing at the brand, product, industry, service and content level as well as being responsible for the delivery/execution of marketing plans/content & ensuring that all marketing programs interface smoothly for global clients and distributors.

Presently active in marketing pharmaceutical biotech life sciences & medical devices - seeking immediate partnerships for distribution, sales and marketing on a global level. Currently establishing international distribution channels. Specifically interested in bricks & mortar and on-line distribution channels/networks for medical devices & supplies. If you have one I would like to hear from you. Let's network together and build the bottom line and find new markets.

If the above interests you please contact me ASAP send invites (DirectorofSearch (@) Gmail.Com) Skype Id is Henslee57 Let's get to know each other and help each other grow our bottom line. Looking forward to meeting & networking (accept all invites) I Can introduce you to 18,678,800+ professionals worldwide \$\$\$ and growing each and everyday.

3 recommendations available upon request

Founder - Chairman, President and CTO (Sold Company) at Internet Marketing Gorillas, LLC

August 2007 - July 2009 (2 years)

Many projects went on here. From John McCain's Prelim Presidential Election to Top Secret Internet Marketing Development. Maybe we can get you elected president ? Need New Credit ?

Robert developed an incredible Internet Marketing Business Model with 5 multiple revenue streams & accelerated ROI supported by \$1,200,000 in technology.

This NEW Network Marketing model married the revenue concepts of subscription, affiliate, franchising, & content together with the multi-tiered commission levels of Network marketing and worked flawlessly.

The portal was “An Authority” for all Business Opportunity Seekers to aggregate in an Internet Social Environment to learn, asses, and choose a Business Opportunity.

We successfully deployed this model to the billions of International opportunity seekers world wide.
3 recommendations available upon request

John McCain presidential campaign, 2008 (Special Assignment - LinkedIn 1st level contact) at Center for Responsive Politics - Gorilla Marketing Special Projects (Consultant Referred)
2008 - 2008 (less than a year)

John McCain presidential campaign 2008 - Analysis & targeting social media campaign while reverse engineering opponents campaign such to identifying weaknesses to augment the clients internet marketing footprint.

John McCain, the senior United States Senator from Arizona, launched his second candidacy for the presidency of the United States in an unsuccessful bid to win the 2008 presidential election. His candidacy, in the works for a number of years, was informally announced on February 28, 2007 during a live taping of The Late Show with David Letterman, and formally announced on April 25, 2007. His running mate for vice president was Sarah Palin, the Governor of Alaska, announced on August 29, 2008.

What’s impressive about the new McCainSpace is the viral potential it unleashes for the campaign. For instance, the Groups feature includes a “Hillary Supports for McCain” – which, apparently there are still plenty of according to recent polls. There are also groups for McCain supporters in every state, allowing them to organize and discuss their campaign efforts. Meanwhile, all of the videos users upload are embeddable, meaning they can be spread via blogs and social networks.

Beyond the new social network, you might have noticed more McCain videos popping up on YouTube. The Senator has recently been using his channel on the site to spread campaign ads, including the infamous “celebrity” video that drew a response from Paris Hilton. McCain’s sudden surge on the Web is obviously quite impressive.

Chief Technical Officer at Interent Marketing Gorillas
2000 - July 2008 (8 years)

Spent 7 years becoming one of the world’s leading Search Engine Marketing Architecture experts.

Developed and implemented sophisticated testing programs to improve site traffic, conversions, consumer visit frequency, based on Self Adaptive Evaluation Models.

Served as Google lead consultant for Peachtree vs. JG Wentworth trademark lawsuit when JG Wentworth sued Peachtree claiming Peachtree used its Meta-Tag keywords and its Adwords

campaigns.

In articles written in InformationWeek and Search Engine Watch, the lawsuit was referred to as a landmark case. Gorilla Marketing became well-known for successful efforts limiting the defendant's damages using SEM. Insiders believe Gorilla Marketing's specialized one-of-a-kind SEM data/reports played a vital role in the case.

Built many proprietary internet software applications to augment internet marketing efforts as well as the design and development of a number of client portals.

Analysis using mTab, SAS, Excel, SPSS, etc.

1 recommendation available upon request

Chief Technical Officer at Children Heroes, Inc. - Heroes, Inc.

1996 - 2000 (4 years)

A world class loyalty expert and Pioneer in the field of writing loyalty software. Many specs of merchant loyalty card code can be traced back to the concepts developed by Bob in the mid-90s.

Reported to CEO who was a partner in Internet Marketing Gorillas, LLC .

Wrote, coded, and programmed an entire suite of consumer and merchant loyalty marketing software.

Responsible for the overall system design, project implementation development, marketing and launch of a very large co-located site.

Company merged with \$20,000,000 revenue public company in 2000 year with \$7,000,000 in venture capital raised.

Authored all investor venture capital technical documents.

President and CEO at Frequent Friends, Inc.

1990 - 1996 (6 years)

Built a merchant/consumer loyalty software platform from scratch and personally sold the merchant base on acceptance of the card.

Wrote, developed and programmed frequent dining card for local merchants in Southeastern United States.

Program developed into a \$1.5 million business with 600,000 users and hundreds of merchants.

This technology was way before its time and was a forerunner of many U.S. Merchant Loyalty

Cards.

Digital Network Systems Manager at Cellular One, Inc./ AT&T Technologies

1989 - 1990 (1 year)

Hired as a technical computer-programming expert.

Further developed unique skill sets of pattern recognition and the ability to assess and program solutions to improve the capabilities of network systems.

Responsible for the operation of the corporate digital network and all related computers, switching and cell tower equipment. This included the support and interfacing of the CBIS telephone billing system.

Operations Manager of MIS & Instructor of VMS Internals at Digital Equipment Corporation, Inc.

1982 - 1989 (7 years)

Hired because of unique ability to design and write software applications in a time where that skill set was extremely rare.

Served on the design team that developed VMS programming at Digital Equipment, which evolved into the forerunner of the Windows operating system today. In charge of the micro coding, much of which still lives inside Windows today.

Began the process of developing unique programming applications, which manifested itself in a software application mindset that was the beginning of eventual preparation for expertise in Internet Marketing and Search Engine Marketing.

Taught programming of new emerging technologies and actually created “on the fly” learning applications that became part of the processes for running small computer applications.

Designed and wrote countless business applications & network systems for MIS Corporate Digital Equipment Corporation Boston.

Scientific/Statistical Software Design Engineer at Pratt & Whitney Aircraft Corporation

1976 - 1982 (6 years)

Hired to design software packages for Jet Engines.

Programmed the EEC Electronic Engine Control system for the F-100 engines in the F-15 & F-16 Aircraft

Duties included jet engine operational software management for flight envelope.

Designed and wrote several engine airframe simulation software packages for EEC engine evaluations & test cell operation and certification.

Weapons Fire Control Systems Programmer at The United States Navy

1973 - 1976 (3 years)

Trained as a missile computer programmer.

FTM (Missile Fire Control Programmer)

Honorable Discharge.

Worked with breadboards, software/hardware interfaces, programmed special purpose processors mostly assembly language and can use any test equipment – Duties included maintaining missile fire control systems.

Education

Google Search Engine Management

Certification, SEO, SEM, SEA, 2003 - 2004

Microsoft Programming & Coding

Microsoft Robot Technology, Programming and Coding, 1992 - 1993

AT&T Cell Site & Switch Programming

Switch Programming, Seiman's Technology Corporation, 1990 - 1990

Digital Equipment Corporation OS2 Programming

OS/2 Programming Internals, Programming and Coding, 1990 - 1990

Digital Equipment – Micro-channel Internals

Digital Equipment – Micro-channel Internals, Computer Programming & Coding, 1989 - 1989

Digital Equipment – OS/2 LAN Manager

Digital Equipment – OS/2 LAN Manager, Computer Programming & Coding, 1989 - 1989

IBM File Systems

IBM File Systems, Computer Programming & Coding, 1989 - 1989

IBM NCP File Structures

IBM NCP File Structures, Computer Programming & Coding, 1989 - 1989

PS2 Networking Diagnostics and Programming

PS2 Networking Diagnostics and Programming, Computer Programming & Coding, 1989 - 1989

US Navy – VAX 1, 2 and 3 Inter Masters

US Navy – VAX 1, 2 and 3 Inter Masters, Computer Programming & Coding, 1984 - 1984

Digital Equipment – Assembly Language Programming VAX – 11 Macro

Digital Equipment – Assembly Language Programming VAX – 11 Macro, Computer Programming & Coding, 1983 - 1983

Digital Equipment – VAX – VMS – VAX – VMS – Scheduling Algorithms

Digital Equipment – VAX – VMS – VAX – VMS – Scheduling Algorithms, Computer Programming & Coding, 1983 - 1983

Digital Equipment – VAX –VMS System Management

Digital Equipment – VAX –VMS System Management, Computer Programming & Coding, 1983 - 1983

Palm Beach College

Psychology, Psychology, 1982 - 1983

Palm Beach College

Computer Sciene, Computer Programming & Coding, 1978 - 1981

Pratt & Whitney Aircraft – 3 years (Jet engine operations)

Pratt & Whitney Aircraft – 3 years (Jet engine operations), Computer Programming & Coding, 1976 - 1979

Digital Equipment – Advanced RSX – 11M Operator Diagnostics

Digital Equipment – Advanced RSX – 11M Operator Diagnostics, Computer Programming & Coding, 1978 - 1978

US Navy – FTMSA (Fire Control Masters Technician)

US Navy – FTMSA (Fire Control Masters Technician), Computer Programming & Coding, 1976 - 1976

US Navy Weapons Direction & Targeting Systems

US Navy Weapons Direction & Targeting Systems, Computer Programming & Coding, 1973 - 1976

US Navy Missile Fire Control School

US Navy Missile Fire Control School, Computer Programming & Coding, 1973 - 1973

Interests

Search Engine Technologies, Internet Television Company ; Largest Internet Television Station, Social Networks, Internet Portal Business, MLM at World's Largest Internet Television Station ; Internet Television, Internet Marketing, Video Content, User Generated Content, at Internet Business Opportunity, Affiliate Leads, Internet Lead Generation, Social Networks, MLM ; Broadcast Quality TV, Social Networks, Affiliate Leads, Affiliate Marketing, Affiliate Training at MLM Training, Network Marketing Training, Affiliate Training, Ojeez, Leads, Gorilla Talk Networking, Network Marketing, Lead Generation, MLM Social Networks, Internet TV at Internet Marketing, Affiliate Lead Generation, Leads, MLM, Affiliate Marketing, Social Network, Ojeez, Strategic Market Studies, Brand positioning, Equity Research, Customer satisfaction Surveys, Product Development, International Research, Advanced Modeling, Advertising Research, Media Planning Databases, New Product Development,

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12 people have recommended Robert

"Robert @ Directorofsearch.com is a very productive person. Robert is one of the most valuable people I have ever met. Robert is a super internet marketer with boundless energy. Motivated, hard working and honest person to work with. Wise, ambitious and proactive professional. No matter how complex the problem is, he will always come up with a brilliant, elegant, and cost-effective solution. If you ever need someone to deliver under pressure, no slip-ups, just results, Robert is your man!"

— **Ron Billock**, Sr. Consultant, *Billock Consulting - Technology Services*, was with another company when working with Robert at Director of Search Marketing Corp.

"I had a pleasure to work with Robert Henslee. Experienced, intelligent and customer-service oriented strategist - that's Robert. Multi-skilled and result driven internet marketer. Robert Henslee is a well organized and innovative CMO. Makes the impossible possible."

— **Robert Sieger**, was Robert's client

"Robert Henslee is one of the most valuable marketing CMO's I have ever met. He is a proactive and a hard to stop working executive. Lots of work and little talk - that's Robert Henslee's way ! It's amazing to work with such a creative person who understands internet marketing from the inside out. We often disagreed with him only to learn he's usually right. We got the orders to prove it!"

— **Tammy Chamberlain**, was Robert's client

"Robert has very impressive profile. It is very tough to hold onto the SEO industry for 3 years in a row. As soon as new algorithm updates, people switches over to other things to learn. Experience of 8 years in a row, means he is smart enough to adopt the changes."

— **Asif Anwar**, SEM Account Manager, *Blueliner Marketing*, was with another company when working with Robert at BIOTX Ltd

"Robert Henslee joined BioTx Ltd as Chief Marketing Officer in January of 2011 and started building their on-line presence. He has been an excellent marketing leader for this company as I've watched the brand build from scratch. He is extremely well versed in Direct Digital Internet Marketing, adding

many improvements to the bottom line. He has a wonderful energy and nothing but a positive attitude. I commend Robert for the work that he has done for BioTx, and I would highly recommend him for any such role."

— **Marcus Tilghman**, *Principal, GuardianHost Networks, L.L.C.*, was a consultant or contractor to Robert at BIOTX Ltd

"Robert is a man determined to reach his goals and objectives and has made a great success of his business! Operating with the highest level of expertise in the area of SEO, SEM, and SEA."

— **Anne Wolfaardt**, *Owner - Management Consultant, CIS*, was with another company when working with Robert at Virtual Director of Search

"I have come to know Robert from the eMarketing Group on LinkedIn. Our connection started by way of an intense discussion about the influence of "Social Media for Business is CRAP!" on the eMarketing Association Network., Among hundreds of participants, Robert demonstrated a superior knowledge, background and willingness to share those assets with other members. I would highly recommend Robert."

— **Kevin Conway**, *Founder, Boston eMarketing Solutions*, was with another company when working with Robert at Virtual Director of Search

"Robert and I met in a SM discussion on LinkedIn. I was impressed with his comments and knowledge in this new phenomenon called Social Media. There were almost 1000 people trying to figure out if SM was worth it.. The final count will surely be over the 1000 mark, setting all records in LinkedIn. I know Robert's comments and leadership in the discussions kept this topic on target. If you need advice on the internet and SM, I strongly recommend Robert. Greg Barber"

— **Greg Barber**, *Owner, Greg Barber Company-Environmental Printing*, was with another company when working with Robert at Virtual Director of Search

"Running a profitable internet channel tuning your campaign online while building a strategy from scratch requires a person who listens to the conversations and influences the brand. Robert delivers on-line campaigns which work while adding to the bottom line. I strongly recommend Robert for your internet marketing needs."

— **Steven Levy MD**, *President, The Acoma Group LLC. Head Healthcare & Life Sciences, The Acoma Group LLC*, was with another company when working with Robert at Internet Marketing Gorillas, LLC

"You can anticipate the highest level of expertise when working with Robert in the area of SEO, SEM, and SEA. He brings superior knowledge to the table and the passion of someone who expects to deliver results to you every time without doubt. He knows his stuff... and you'll get your results. I found working with Robert to be demanding which assured me he was committed to our project, and we worked well together with that same driven energy. Robert is a person whose core

is based on trust and ethics."

— **Terri Mitchell**, *Freelance Copywriter, Two Hands Dancing*, was a consultant or contractor to Robert at Internet Marketing Gorillas, LLC Rhenslee@MarketingGorillas.net

"Robert Henslee has been an excellent mentor and favored professional in the Internet communications world."

— **April Brewster Smythe (April Langschied)**, *Owner, A Brewster Smythe Concepts*, was with another company when working with Robert at Internet Marketing Gorillas, LLC Rhenslee@MarketingGorillas.net

"Very Happy to have gotten advice from Robert he has a deep understanding of his field"

— **Robert Ruisi**, was Robert's client

[Contact Robert on LinkedIn](#)