

# PROFILE

## Paul Elliott

/ Partner

Paul is the Partner in charge of Brulant's Acquisition Marketing Practice. Paul has nine years of experience in Internet marketing, with a focus on organic search engine optimization and paid search engine marketing. His work has helped countless companies achieve significant results and return on investment from their online marketing investment. He has extensive experience in designing and executing integrated online marketing programs for mid to large sized companies. Paul is a nationally recognized speaker on the topics of online marketing, including recent engagements at the Massachusetts Institute of Technology (MIT), Search Engine Strategies, and Net.Finance.

### representative clients

Nationwide, Helzberg Diamonds, Campmor, Sears Optical, Harry & David, Carlton Cards, Moen, Citizens Bank, Hoover, Progressive, American Greetings, Laidlaw, Alltel, KraftMaid, Marriott, Hill-Rom, Dirt Devil, Renaissance Hotels

### speaking engagements

Search Engine Strategies – San Jose  
Search Engine Strategies – Chicago  
Net.Finance  
Massachusetts Institute of Technology (MIT)  
Conquering eMarketing – Cleveland  
Conquering eMarketing – Boston  
Conquering eMarketing – Chicago  
The Web Association  
Council of Smaller Enterprises

brilliant moment /  
following the entrepreneurial  
spirit to launch and grow my  
startup business



### experience

#### **eMergent Marketing – President**

Co-founder and leader of nationally recognized search marketing firm. Developed strategies and oversaw execution of all search marketing programs.

#### **Things Remembered – eMarketing Manager**

Grew qualified site traffic and sales through the implementation and ongoing management of organic search engine optimization, paid search engine marketing, affiliate marketing, and e-mail marketing.

#### **IdeaStar Inc. – VP Sales**

Managed new business development for web design and development business and started their search engine optimization service offering.

#### **IBM Global Services – Solutions Consultant**

Provided workflow and business process consulting in the Insurance and Financial Services vertical.