

# VICTOR WONG

415.203.8119 (Mobile) • wonghoiman (at) gmail.com

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## ONLINE MARKETING PROFESSIONAL

***12 years successful experience developing online marketing programs and initiatives in uniquely challenging situations***

Dynamic, results-driven leader with a strong track record of performance in Internet and high-paced organizations. Utilize keen analysis and insights and team approach to drive organizational improvements and implementations of best practices. Proven ability and flexibility to acclimatize in markets that are changing constantly and rapidly. Superior interpersonal skills, capable of resolving multiple and complex issues. A strategic and tactical professional with in-depth understanding of Internet advertising & online marketing extending across many industries. Additional areas of expertise include:

- Strategy, Vision & Mission Planning
- Senior Marketing Leadership
- Online Partnerships & Alliances
- Programs, Services & Products
- Team Building & Performance Improvement
- Systems & Technology Utilization
- SEM & SEO Strategies
- Search, Display, Social, Affiliate Management
- Customer Acquisitions
- Emerging Media & Technology Analysis

## PROFESSIONAL EXPERIENCE

**DIRECTOR, ONLINE MARKETING  
WVP, INC. \* SAN FRANCISCO, CA**

**2001 - Present**

*A leading provider of Internet Business Advisory Services*

Responsible for managing an in-house online marketing agency “2020systems”. Accountable for all internal and external (client’s) online initiatives including advertising, marketing, customer acquisitions, campaign management, optimization, media buying, client services, agency, partner and contractor management.

Notable accomplishments:

- Lead 2020systems - a leading provider of online marketing services for advertisers
- Oversee Search Engine Marketing (SEM), Search Engine Optimization (SEO), direct response display ads (CPM), social media advertising, mobile, cost-per-action campaigns
- Implement advertising on all major platforms such as: Google, Bing, Yahoo, Facebook, LinkedIn, Twitter, MySpace (Fox Audience Network), Google Display Network, AOL Display Network, AT&T Mobile Ad Network, Cost-per-action Ad Networks
- Manage and negotiate strategic relationships with Top 20 Ad Networks
- Provided advisory services for leading Fortune 500 clients regarding their online marketing challenges

**DIRECTOR, BUSINESS DEVELOPMENT** **2000 – 2001**  
**CONSUMERINFO.COM, INC. [EXPERIAN INTERACTIVE (LSE: EXPN.L)] \* SAN FRANCISCO, CA**  
*A leading provider of cloud-based online consumer credit reports, credit scores, credit monitoring, and other credit-related information with 3 million paid members.*

Managed and oversaw FreeCreditReport.com, iPlace, and QSpace's Affiliate Programs after the merger between the three companies. Developed and implemented large-scale consumer acquisition strategies utilizing Affiliate Programs and Display Ads. Experienced in team building, advertiser and affiliate/publisher relationships, direct marketing, retention marketing, and B2B, B2C, B2B2C strategies. Excelled in start-up, M&A, and post-acquisition environment.

Notable accomplishments:

- Grew from inception to approximately 30% of the company's \$45MM annual revenues.
- Partnered with 60,000+ affiliates to drive large-scale consumer acquisition to the company's sites.
- Produced the highly acclaimed monthly email newsletter for the 60,000+ affiliate partners.
- Led the largest & No.1 ranked Financial Affiliate Program on the web while successfully integrated three merged companies' affiliate programs with geographically challenged locations, time zones, and cultures.

**MANAGER, BUSINESS DEVELOPMENT** **1999 - 2000**  
**QSPACE, INC. \* SAN FRANCISCO, CA**  
*A leading provider of cloud-based online consumer credit reports*

Developed, implemented, and managed QSpace's Affiliate Program. Developed and implemented advertising and marketing strategies for the program.

Notable accomplishments:

- Grew from inception to the largest & No.1 ranked Financial Affiliate Program on the Web in 18 months.
- Stimulated and converted non-active affiliates successfully by offering an off-line direct mail "Free Airline Ticket" offer.
- Generated unprecedented Internet buzz by launching a promotion incentive which gave away limited edition Y2K beanie babies to top performing affiliates.

**SALES MANAGER** **1998**  
**QSPACE, INC. \* SAN FRANCISCO, CA**  
*A leading provider of cloud-based online consumer credit reports*

Established co-branding/private-label relationships with 1st tier and 2nd tier websites in various vertical industries. Managed and maintained relationships with key partners to drive revenues for multiple parties. Analyzed and identified e-commerce trends and opportunities. Promoted to Business Development Manager after 3 months.

### **EDUCATION**

Executive Program \* Stanford University \* Graduate School of Business 2003  
The Wireless Internet U.C. Berkeley Ext. 2000 \* Successful Internet Marketing U.C. Berkeley Ext. 1999  
B.S., Business Administration \* Major: Entrepreneurship, Minors: Finance, International Business \* SFSU 1998

### **MEMBERSHIPS**

President \* Stanford Executive Program Graduates Network on Facebook Platform  
Former Director of Financial Affairs \* Information Management Systems Association (IMSA) SFSU

### **COMMUNICATION**

Fluent in English and Chinese