

Jeff Deutsch

Digital Marketing in China since 2006

Experience

MultiBank Exchange Group, Beijing — International Marketing Manager

June 2016 - PRESENT

Used social media and SEO to increase leads from 50 per month to 1,500 per month. Decreased cost per lead from \$50 to \$5. Total money in for the department increased from \$150k to \$8 million during my time at the company.

Ptengine, Beijing — VP of Marketing

January 2015 - June 2016

Grew overseas user base from 1,200 to 10,000+ in 10 months. Reduced CPA from \$10 to \$3 per user. Did CRO and UX for v2.0 product/website.

Frobark Laboratories, China — Founder/CEO

January 2010 - January 2015

Built 5 SEO SaaS apps. 3,000 paid users peaking at \$150k/mo.

China Performance Group, Beijing — Marketing Manager

May 2008 - January 2010

Brought in 15 new clients via Google Adwords and CRO.

Amer-China Partners, Beijing — Marketing Manager

November 2006 - May 2008

Built website and handled SEO, content marketing, and events.

JET Programme, Japan — ALT

August 2004 - August 2005

Momentum Inc., New Orleans — Web Development Instructor

December 2001 - January 2004

Clients: NASA, DoD, and the DoE. Classes taught: HTML, JavaScript, CSS, XML, PHP, MySQL, ASP, Flash, all Microsoft and Adobe apps.

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<http://facebook.com/jgdeutsch>

<http://twitter.com/jgdeutsch>

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WeChat: jgdeutsch

Education

Tulane University — B.A. in Pol. Science and History, May 2004

GPA: 3.91, Graduated with Honors (*summa cum laude*)

Skills

SEO, PPC, social

Viral Content Marketing

CRO/UX

Linux/PHP/CSS/Javascript

Certifications

Certified Internet Webmaster — 2002

Microsoft Office Specialist

(MOS) — 2001

Awards

Charles E. Dunbar Fellowship,

Tulane — 2004

Languages

English (Native)

Chinese (Fluent)

