

Shane Vaughan

Chief Marketing Officer at Baliwoo

Boise, Idaho Area, ID, US

Senior Marketing Executive - Media - Advertising - Technology

Biography

Shane Vaughan Chief Marketing Officer Baliwoo Shane Vaughan is the Chief Marketing Officer for Baliwoo. Prior to Baliwoo, Vaughan was at Hewlett-Packard where he was the Global Search Engine Marketing Manager. In this position Vaughan set the strategic direction and overall investment strategy for HP's significant annual search spend. Vaughan also directly managed a \$15M annual search spend and consulted with other HP business groups regarding optimization strategies for their campaigns. Earlier in his career, Vaughan held several other positions with HP including New Business Customer Acquisition Manager, Business Development Manager and Marketing Programs Manager. Vaughan has also led Business Development for Wirestone, a web development company, and been in account services at Dailey & Associated Advertising where he worked on the Nestle account. Vaughan holds a bachelor's degree in business administration marketing/advertising from the University of Idaho, and he continued post-graduate studies graduating from the Tuck School of Business Online Bridge MBA Marketing Program.

Availability

Keynote, Moderator, Panelist

Industry Expertise

Internet, Media - Online, Advertising/Marketing, Computer Software

Areas of Expertise

SEO, PPC, Brand Development

Affiliations

Boise Blogger, Search Engine Marketing Professional Organization, American Advertising Federation, American Marketing Association

Education

University of Idaho

B.A. Advertising, Communications

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