

# Andjelika Martin

**Web Marketing & Development Director at The M Resort Spa Casino**

Las Vegas, NV, US

Expert on the techniques & skills of successful rapid response marketing using mobile, social & web in general . Where Art & Tech Collide.

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## Biography

Andjelika Martin heads up the Web Marketing and Development at the M Resort Spa Casino Las Vegas. Opening in March, 2009, the resort is located on Las Vegas Blvd, and is the recipient of numerous awards including the prestigious Forbes Travel Guide Four-Star Rating for 2010, 2011 & 2012.

Andjelika's expertise in both development and marketing has led to her recognition as an expert in designing cutting edge and successful marketing programs. With almost 30 years computer coding experience and over 25 years of B to C marketing experience; prior to joining the M, Andjelika worked with a variety of major brand names ranging from Ralph Lauren to Disney on new product developments, launches and existing product lines.

An award winning web designer, in addition to more traditional marketing approaches, she has become an expert on the techniques and skills of successful rapid response marketing.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

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## Industry Expertise

Public Relations and Communications, Information Technology and Services, Business Services, Direct Marketing, Media Production, Advertising/Marketing, Media - Online, Social Media, Internet

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## Areas of Expertise

Html Coding, Product Branding, Social Media and Marketing, Design and Illustration for Marketing, Mobile Marketing, Website Marketing and Development, Business to Consumer Marketing Strategies, Strategies of Good Web Design

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## Sample Talks

**Mobile Marketing: How to get results in less than 24 hours.**

Learn how a Las Vegas casino creates successful campaigns from concept to green backs in just a few hours time and engages the typically non-techie Baby Boomers along with the broader 30+ crowd via mobile devices.

## **Video, Mobile, Content, & Search Success Stories**

Andjelika will offers case studies, tips, and tactics for gaining the most leverage from a video marketing campaign.

## **EdgeRank vs PageRank: Increasing Your Visibility on Facebook**

Brands that aren't adopting methods to increase EdgeRank are getting shut out of the News Feed, while those creating engagement benefit from more sharing and e-commerce. It's been said that likes are the new links - that the signals of friends are akin to links between web pages. I will demonstrate how social influences search results and vice-versa. You'll walk away with an actionable checklist that you can bring back to your social team, plus ways to measure the impact of these changes.

## **Increasing Website Traffic with Local - Social - Mobile Integration**

Learn how a Las Vegas casino doubled its local search traffic, doubled its mobile search traffic and had a overall 25% search engine referred traffic increase almost overnight - when search engines started weighing social media content - and has maintained a steady growth ever since.

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## **Event Appearances**

### **EdgeRank vs PageRank: Increasing Your Visibility on Facebook**

Socialize: Monetizing Social Media

### **Video, Mobile, Content, & Search Success Stories**

Online Marketing Summit

### **Increasing Website Traffic with Local - Social - Mobile Integration**

SES San Francisco Conference & Expo

### **Mobile Marketing: How to get results in less than 24 hours**

Interactive Strategies Conference 2011

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