



## HILLARY S. BRESSLER BIOGRAPHY

.Com Marketing, Inc. Founder and President Hillary S. Bressler, is a recognized authority on interactive marketing and one of the nation's online marketing pioneers. Her leading interactive marketing and advertising firm specializes in driving motivated traffic to Web sites.

Bressler established .Com Marketing ([www.commarketing.com](http://www.commarketing.com)) in April 1997 after identifying the need for Web sites to be marketed. Her firm serves such notable clients as MP3.com, Nestle Foods, Marriott & Renaissance Offshore Resorts, Marriott Vacation Club, Cypress Gardens, Tribune Interactive, Universal Orlando and Tollman Hundley Hotels. .Com Marketing has received numerous awards, most notably, a Web Marketing Association Silver Award for Excellence, HSMAI Golden Click Award, ADDY award, eTravel World Award and awards for excellence from the 1999, 2001 and 2002 Web Awards

Under Bressler's leadership, .Com Marketing has enjoyed robust growth and is today ranked among the nation's top 100 interactive agencies, according to the 2002 and 2003 *Ad Age Agency Interactive Agency Report*. *Orlando Business Journal* has recognized .Com Marketing among the top 20 largest women-owned businesses in Central Florida. Bressler attributes her success to "applying stable, proven old economy tactics to the new economy paradigm." These tactics include a diverse client base, methodical investment in staff and leading-edge technology, and a focused service approach.

Her experience and success in the interactive marketing industry makes Bressler a frequent resource for news media and an in-demand business speaker. She has been quoted, interviewed and profiled by CNN/fn, *Fox News*, *Entrepreneur Magazine*, *Florida Trend*, *Orlando Sentinel*, and other national and regional media outlets, and has contributed stories on the subject of online marketing to *iMarketing News*, *PR Tactics*, *WebFinance* and *HSMAI Marketing Review*, among many others.

Bressler professional speaking credits include the International Association of Amusement Parks and Attractions, American Marketing Association, Direct Marketing Association and numerous regional business incubators. Her presentation, "Grabbing the Net," received the highest rating among attendees to the Executive Suite Association Annual Conference.

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Her professional memberships include the Orlando Advertising Federation, American Marketing Association, Association of Interactive Media (AIM), Metro Orlando Economic Development Commission, FLAUSA, Orlando/Orange County Convention and Visitor's Bureau and the National Minority Business Council. She is an active volunteer and for several community organizations, including Heart of Florida United Way and the United Cerebral Palsy, among other groups.

Bressler started her career working for The Golf Channel as Webmaster, responsible for building and marketing the television network's award-winning site. Under her leadership, traffic to the site increased by more than 400 percent within the first four months of its launch.

She received her Bachelor of Science degree in journalism and advertising from the University of Georgia, and also studied abroad at the Institute of American Universities in Aix en Provence, France. Bressler was born and raised in Orlando by entrepreneurial parents who ran a successful business for more than 30 years. She resides in Winter Park, Florida with her chocolate brown poodle, Dakota. Her personal interests include international traveling to far away places, art and feng shui.

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Updated 3/04



## Speaking Topics

Below are some speeches that have been made by Hillary Bressler. She will customize all presentations to your specific industry.

### ADVANCED

- Complying with the Can Spam Act
- Online Conversions....Increasing your ROI
- A futuristic look into Internet & Wireless Marketing

### INTERMEDIATE/BEGINNER

- The 3 Types Search Engine Marketing
- How to get the most out of your e-mail campaigns
- How To Know if Your Site is Google and Search Engine Friendly?
- Get e-mail compliant to the CAN SPAM ACT
- How to launch an effective Pay-Per-Click campaign
- How to sell online advertising on your web site.
- How to Double or Triple your in-house e-mail database in one month.

### TRAVEL/TOURISM SPECIFIC

- Choosing the Right Booking Engine
- Taking the Middle Man out of online bookings
- The ability of the Internet and online booking to put together vacation packages effortlessly
- Co-Op Internet Advertising
- How to make additional revenue from your current web site.
- Communicating to your past guest via e-mail



Hillary,

You received a 100% A+ from our survey. You were the highest rated speaker of the entire conference. Thank you for making our conference a success.

Jake Steinman  
E-Tourism Summit  
October 2003

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Hillary,

I think I speak for the 10 of us from Marriott Vacation Club who attended when I say that your presentation was among the best and most informative we had all year.

Thanks so much!

Steve Cohen  
Senior Manager, Consumer Research  
May 02, 2001

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Hillary,

I just wanted to drop you a quick note to tell you how much we enjoyed having you speak at our meeting. The feedback we are getting is great! Thank you so much for taking the time out of your busy day to make a trip over to the Space Coast. We look forward to having you back again. Thanks.

Caron Partridge  
Space Coast Ad Federation  
April 2001

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Hillary was quite wonderful and we were delighted to have her! We had a one of the highest turnouts for the AMA meeting this year. Hillary's presentation was flawless. She presented some very interesting facts and creative ideas about website marketing that our AMA members could go back to the office and implement immediately. The information she presented was very informative, quite useful and pertinent to the marketing audience. Thanks. We enjoyed her presentation very much!

Sandy Krand  
American Marketing Association  
February 25, 2002

