

One Click Ventures' Marketing Team Changes and Grows from One to 13 Team Members in a Year's Time

The One Click Ventures' marketing team rapidly expanded and evolved during 2010 because of accelerated growth and evolving needs.

INDIANAPOLIS, IND. (November 11, 2010): The marketing team at One Click Ventures experienced exponential growth and change during 2010. “Over the year, accelerated growth in sales, as well as our previous successes in marketing, allowed us to build the team from one to 13 members,” says Mark Easterday, Director of Marketing.

A significant change came with Haley Drummond’s promotion to Director of Organic Search. The talented Drummond graduated from Ball State summa cum laude with a major in English teaching and a minor in French teaching. Prior to her promotion, Drummond worked as the Promotions Manager, handling reviews and giveaways for One Click’s stores. Now, as Director of Organic Search, she directs the organic search program for all of One Click’s stores, which includes working with content, on-site search engine optimization, and link building.

In August, One Click Ventures welcomed Marketing Coordinator, Danielle Thayer, to the team. A 2008 graduate from Western Michigan University, Thayer majored in advertising and minored in international business and general business. Prior to One Click, Thayer had two marketing internships and worked as a marketing and sales intern at Mary Ching, a luxury shoes and accessories designer in Shanghai, China. As marketing coordinator, Thayer contacts people from blogs, magazines, and corporate websites to build relationships and promote One Click’s newest resources.

A month later, One Click hired Sarah Beckman as their Organic Search Account Manager. In this position, Beckman manages relationships with external website partners; in addition, she assists in writing website content. Beckman graduated in 2009 from Hanover College with a major in English and a minor in history. Her experience includes an editorial internship at *Cincy Magazine*, work for Hanover College public relations, and freelance editing nonfiction books for Atlantic Publishing Group.

In addition to these changes and fulltime hires, the company also expanded their internship program to include four fall marketing interns. These Indiana University students work remotely on content development, social media, and public relations. On the growth of the marketing team, Easterday says, “The changes and rapid growth that occurred this past year allow us to keep all our marketing initiatives in-house. It is exciting to be leading a team of such young and talented marketers.”

About One Click Ventures:

One Click Ventures is an Internet media company that successfully operates a network of profitable e-commerce websites. One Click's growth originates from acquiring and enhancing websites with untapped growth potential, and employing a robust, cutting-edge marketing effort to drive significantly more traffic to these websites and maximize revenue per visit. The foundation for this growth is One Click's integrated, scalable, 100% in-house operational team, with expertise in technology, fulfillment, purchasing, and customer service.



One Click's current stores include SunglassWarehouse.com, HandbagHeaven.com, Socks4Life.com, ReadingGlassesShopper.com, AffordableScarves.com, InexpensiveWatches.com, ABCNeckties.com and TravelProducts.com.

For more information, visit www.OneClickVentures.com.

###

Contact:
Bridget Johnson
bridget@oneclickventures.com