

Craig Hordlow

Marketing, PR,
Biotech

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— Summary

Marketing & SEO thought-leader, instructor, writer, speaker & former co-founder and Chief Strategist of Red Bricks Media ("RBM"), a 72 employee marketing agency in San Francisco, Hong Kong and New York City that ranked #354 on the Inc. 500. Tested, hired, trained, managed eight person SEO team that serviced Adobe, Sony Pictures, Hearst, SanDisk, Nestle, Hearst, Univ. of Phoenix & many other big brands.

Molecular biologist and cancer therapeutics investor.

— Experience

Immunicom / Investor, SEO, Market Strategy, Writing

2013 - 2023

Series A (active) investor and marketing program lead strategist for startup biotech (cancer therapeutics). Created and oversaw marketing and PR programs, trained two-person team (writing and marketing associates). Worked with CEO to coordinate fund-raising marketing programs.

Red Bricks Media / Chief Search Officer, Chief Strategist, Co-founder

June 2004 - October 2013, SAN FRANCISCO

As Chief Strategist, I developed and oversaw RBM's marketing program. Created company's deep SEO program, analytics, technical CMS capabilities & expertise, trained & led eight person SEO team serving many publishers (Hearst, LA Times, Condé Nast Digital, AMEX, Salon, Glam, Pearson, Wiley, Informa, Brookings Institution, Beliefnet).

AcademyX / Marketing Instructor, Author

2006 - 2012, SAN FRANCISCO & Remote

SEO, Advanced SEO, PPC, Social Media Marketing, Analytics. Taught public intro & advanced evening courses at SF school & private onsite at tech companies (Marin Software, Adobe Systems).

Community Musician / Co-founder & CEO

1998 - 2003, SAN FRANCISCO

Created local music community sites with funding, technical resources and co-branding partnership from Craigslist. Sold in 2003.

Genentech / Communications & Intranet Web Production Assistant

1997 - 1998, South SAN FRANCISCO

Managed Intranet website for internal communications team. Web production (HTML, CMS, Photoshop, Illustrator) and writing duties.

—Education

St. Lawrence University / B.A. English Writing - 1992

4.0 GPA IN ALL WRITING COURSES

Highest English Writing major GPA of graduating class - 4.0's in all level courses in journalism, poetry, creative, technical, play/script writing.

University of Oregon / Post Baccalaureate - Molecular biology

1994 - 1996, 4.0 BIOCHEM GPA

After receiving my B.A. in English Writing, I had a yearning for studying science. Received an NSA grant & worked in an evolution lab.

—Technical

Wordpress Expert, Linux, HTML, PHP, Python, MySQL, Apache, Usability, Business Informed Information Architecture, Analytics, CMS's, CRM's (many)

<https://www.linkedin.com/in/craig-hordlow/>

—LinkedIn Recommendations

Craig is the "mad scientist" of SEO. Ideas always flow from him giving the SEO team amazing tactics to use for our clients in any situation. He was a great boss to be under, letting us independently consider new ideas and was a very encouraging person. He showed me the excitement of SEO and what made the industry a continual joy to work in.



Micah Fisher-Kirshner, Director of SEO & Content, Turn/River Capital

I have known Craig both personally and professionally for over 4 years, and he is not only one of the brightest and most creative people I have met but also one of the most driven. As an SEO he is in a class by himself. I consider myself truly fortunate to have worked alongside someone with such a rare brilliance and keen understanding of the search landscape.

Charles Herbert, Director of Sales, Terabit Systems



Craig, and the whole team at Red Bricks Media are geniuses when it comes to SEO/SEM/PPC and virtually any other online advertising method.

They completed two projects that exceeded my expectations as to the speed, quality and sheer inventiveness of their solution to increasing online leads and overall visibility.

I would definitely hire them again.

Michael Kopp, Head of Demand Generation, Tigera



— Quotes

Intelligence, performance

"He is one of the smartest marketing consultants I have ever worked with, and he is bringing considerable value to my company."

Michael Kopp, Senior Marketer, Mincom

Innovation, influence

"I was trying to figure out how to prove to Yahoos that search traffic was important... I had also seen Craig Hordlow present a similarly keyword-based matrix for balancing SEO and PPC recently, and I meshed both of those concepts into something that I could use here internally to get buy-in."

Laura Lippay, Technical Marketing Director, Yahoo! Media