

CARSTEN CUMBROWSKI MEDIA KIT

Last updated: October 30, 2008

Name: Carsten Cumbrowski
Born: April 14, 1974 in East Berlin, Germany
Nationality: German
Immigration Status: Permanent Resident
Zodiac: Aries
Martial Status: Single
Religion: None

Company: Cumbrowski Consulting, LLC
Title: Founder, Owner and President
Website: <http://www.cumbrowski.com/>

[Detailed contact information](#) can be found further down below.



ABOUT CARSTEN CUMBROWSKI - SUMMARY

I refer to myself as an **internet marketer and entrepreneur** and are doing **internet marketing** since early 2001, late 2000, specifically affiliate marketing and SEO, several years of experience with PPC, email marketing and web analytics. I have over two decades of experience in software development and computers in general, including web development and database development. I do professional enterprise development since 1995.

My background is business and IT consulting and support, where I basically functioned as the adapter or translator between the business departments and the IT departments. My education was also focused on business and IT. I am today working as a super affiliate and am primarily in paid search, but also use SEO for some smaller web projects that I have.

I am a **writer and blogger** about the subject of internet marketing, an affiliate marketing evangelist and available as consultant to companies who need some help with figuring out the right internet marketing strategy for their business.

I write for the blogs at ReveNews.com since July 2006 (blog owned by a company owned by Vinnie Lingham) and SearchEngineJournal.com since October 2006 (search marketing news blog owned and operated by Loren Baker). I write occasionally articles for article directories that are free to re-publish by anybody, such as EzineArticles.com where I have the status of "Platinum Member". I also write from time to time for other online publications, such as the RelevantlySpeaking.com blog, which is owned and operated by Media Trust.

I also provide many useful resources for internet marketers related to the numerous subjects of online marketing on my personal website at Cumbrowski.com. No membership or any other form of payment is required to access the vast amount of high quality content at my website.

REFERENCES / LINKS TO MY ONLINE PUBLICATIONS

- Blog at ReveNews.com: <http://www.revenews.com/carstencumbrowski/>
- Posts at SearchEngineJournal.com: <http://www.searchenginejournal.com/author/carstencumbrowski/>
- Profile page at EzineArticles.com: http://ezinearticles.com/?expert_bio=Carsten_Cumbrowski
- Bio at RelevantlySpeaking.com: <http://www.relevantlyspeaking.com/contributors/#carstenc>



ADDITIONAL INFORMATION AND CV

For additional details about me and my background, please refer to the following pages on the internet, which I regularly maintain and update for this purpose.

- “About” page at Cumbrowski.com: <http://www.cumbrowski.com/about/>
- Professional Work page: <http://www.cumbrowski.com/professional/>
- Detailed CV and Recommendations at LinkedIn: <http://www.linkedin.com/in/cumbrowski>
- Profile at Xing.com: https://www.xing.com/profile/Carsten_Cumbrowski
- Personal “About” page at Cumbrowski.de: <http://www.cumbrowski.de/CarstenC/CarstenCen.asp>



PUBLIC SPEAKING

	<p>Presentation and Panel Discussion "Future of Communications from Affiliate Manager to Affiliate" at the eComXpo 2006 - virtual internet marketing tradeshow, <i>October 24-26, 2006</i> at eComXpo.com. The panel was hosted by Shawn Collins from Affiliate Summit and AffiliateTip.com, with Missy Ward from Affiliate Summit and CPA Affiliates, Brook Shaaf from Shaaf Consulting at ShaafCo.com and me. Before the discussion I did give a ca 10 minutes long presentation to this subject.</p>
	<p>Full Length Presentation "What Makes a Good Datafeed? Tips for Merchants" at the eComXpo 2009 - virtual internet marketing tradeshow, <i>January 28-29, 2009</i> at eComXpo.com. My presentation was about 50 minutes in length and consisted of 43 slides.</p>

MEDIA EXPOSURE AND CO-AUTHORSHIP

	<p>Professional Search Engine Optimization with PHP: A Developer's Guide to SEO Published: Wrox (April 16, 2007) ISBN-10: 0470100923 (ISBN-13: 978-0470100929).</p> <p>Book listing at Amazon.com: http://www.amazon.com/Professional-Search-Engine-Optimization-PHP/dp/0470100923/</p>
	<p>Professional Search Engine Optimization with ASP.NET: A Developer's Guide to SEO Published: Wrox (August 23, 2007) ISBN-10: 0470131470 (ISBN-13: 978-0470131473).</p> <p>Book listing at Amazon.com: http://www.amazon.com/Professional-Search-Engine-Optimization-ASP-NET/dp/0470131470/</p>
<p>I helped the authors Cristian Darie (cristian_darie@yahoo.com or contact@cristiandarie.ro) and Jaimie Sirovich (jsvirovich@gmail.com) of SEOegghead.com with the two books mentioned above.</p> <p>I reviewed sample chapters, provided comments, tips, suggestions and resources. I had primarily communication with Cristian. The heavy bulk of communication happened in November 2006. I helped freely; work for hire was not an option anyway, due to my immigration status at that time. My site Cumbrowski.com was mentioned a few times throughout the first book.</p>	



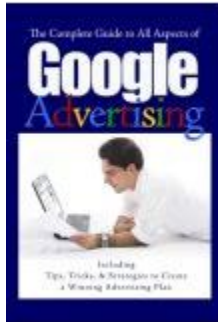
Revenue Magazine

Issue November/December 2007, Page 43, 44 and 48,
Article: **"Searching for Alternatives"**
written by Alexandra Wharton.

Multiple mentions of me and my opinions throughout the article. Alexandra had email contact with me in August 2007 and asked for my opinions and suggestions regarding the subject of her article.

Issue January/February 2008, Page 70,
Article: **Fracas over Facebook and Trepidations with Twitter**
written by Alexandra Wharton.

Comments regarding the type of advertising that does work on social networks such as Facebook and why.



The Complete Guide to Google Advertising

"Including Tips, Tricks, & Strategies to Create a Winning Advertising Plan"
written by Bruce C. Brown
Published: Atlantic Publishing Company (FL) (January 15, 2008)
ISBN-13: 978-1-60138-045-6

URL to book listing at Amazon.com:

<http://www.amazon.com/Complete-Guide-Google-Advertising-Strategies/dp/1601380453/>

The book includes my article: "In-Depth Competitive Analysis and Keyword Research Tools", Pages 112-115. I gave the author written permission to re-publish my article that I wrote for my own website at Cumbrowski.com when he contacted me and asked if he could include some of my writings in his book where he was working on at that time.



Affiliate Marketing Insider

Radio show and podcast with Linda Woods of PartnerCentric at WebmasterRadio.fm
<http://www.webmasterradio.fm/Affiliate-Marketing/Affiliate-Marketing-Insider/>

Discussion about the Commission Junction/PepperJam incident from a few weeks earlier, ethics in the affiliate marketing industry and the need for an association or organization for the industry. Episode aired on March 27, 2008 at 3:00 pm EST.

Listen to episode online at

<http://www.webmasterradio.fm/Affiliate-Marketing/Affiliate-Marketing-Insider/Pepperjam-and-Commission-Junction-Fallout.htm>

Or download the show in mp3 format (42MB)

<http://audio.webmasterradio.fm/NonMembers/03-27-08-Pepperjam-and-Commission-Junction-Fallout.mp3>



Pepperjam Network Blog Interview

I was interviewed by Kris Jones for the PepperJam Network blog series "Meet the Affiliates" at the end of July 2008.

I got ten questions to answer about me and the affiliate marketing industry and I did so in writing and in video format. It was interview #11 of the series and was published on July 25, 2008 at the [Pepperjam Network blog](#).

<http://www.pepperjamnetwork.com/blog/2008/07/25/pepperjam-network-%e2%80%9cmeet-the-affiliates%e2%80%9d-interview-11-introducing-carsten-cumbrowski/>

The video version is 41 minutes total in length.

Here is the [Link to the Video](#) on Google Video. <http://video.google.com/videoplay?docid=-8774990023864027532&hl=en>



Advaliant Video Interview

(Interview #4 for Advaliant Podcast (Relevantly Speaking) by MediaTrust Inc.) Recorded on August 11, 2008 in Boston, MA during Affiliate Summit East

Published on September 17, 2008 at the Advaliant Blog, YouTube, Facebook and other social networks and video sharing websites. The video is 4:47 minutes long in total. Blog Post URL: <http://blog.advaliant.com/2008/09/advaliant-podcast-4-carsten-cumbrowski/>

Download Video in MP4 QuickTime Format (55.4 MB):
<http://blip.tv/file/get/Advaliant-AdvaliantPodcast4CarstenCumbrowski838.mp4>

Download Video in AVI Format, XVID/MP3 (35.8 MB) (via Mediafire.com)
<http://www.mediafire.com/?sharekey=b570d9e07985879c7069484bded33bcdcf227668c295a57c7>

AWARDS AND AWARDS NOMINATIONS

I received multiple awards nominations for my writing at ReveNews.com and SearchEngineJournal.com. All those nominations are still undecided yet.

SEMMYS AWARDS 2008 NOMINATIONS

URL to official website: <http://www.semmys.org/>

three blog posts that I made at SearchEngineJournal.com in 2007 were nominated in three different categories for the Semmy Awards 2008 (something like the Emmy's for search engine marketing and optimization bloggers). Following posts of mine have been nominated, but unfortunately did not win a Semmy award.



Category SEO: [About URL Tracking Parameters and Duplicate Content Issues](#) from 12/20/2007

URL: <http://www.searchenginejournal.com/about-url-tracking-parameters-and-duplicate-content-issues/6076/>

Category Blogs/Blogging: [Smart Spam via .EDU Link](#) from 1/14/2007

URL: <http://www.searchenginejournal.com/?p=4261>

Category Social Media: [How to Add Content to Wikipedia the 'White Hat' Way?](#) From 12/6/07

URL: <http://www.searchenginejournal.com/how-to-add-content-to-wikipedia-the-white-hat-way/6067/>

List of all Semmy 2008 Nominees: <http://www.semmys.org/2008/seo-all-2008-nominees/>

PINNACLE AWARD 2008 NOMINATIONS



I was nominated for the **Affiliate Summit's 2008 Pinnacle Award** in the Category "**Best Blogger**" for my writing at ReveNews.com, a blog for the affiliate marketing industry where 20+ experts of the industry write about industry news & opinions.

The awards ceremony was held during the Affiliate Summit 2008 West conference and expo on February 24-26, 2008 at the Rio All-Suites Hotel and Casino in Las Vegas, Nevada.

Here is the post with the announcement of the Award nominations by Shawn Collins at the Affiliate Summit conference blog. URL: <http://blog.affiliatesummit.com/2008/01/03/affiliate-summit-pinnacle-award-finalists/>

I did not win the award, but I am honored that I was nominated together with two other well known bloggers from the industry, Sam Harrelson and Jeremy Shoemaker (Shoemoney). Sam Harrelson who won the award did deserve it as much, if not more than I did.

DETAILED CONTACT INFORMATION AND OPTIONS

Mailing Address

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Yahoo: cumbrowski@sbcglobal.net

GTalk: carsten.cumbrowski@gmail.com

ICQ: 73560119

AIM: ccumbrowski

Skype: ccumbrowski

24/7 Voice Mail and Fax

+1(866) 809-1807 Toll-Free, US only

+1(559) 272-5054 International

Contact Form via Website at

<http://www.cumbrowski.com/contact/>

The contact form page at Cumbrowski.com also provides the option to contact me via **Google Grand Central** and offers a **SendSpace.com Drop Box** for sending me binary files and documents.



Social Media Contact Options

I can also be contacted befriended or followed at various social media websites and online forums. Here is a link with a page that contains links to my profile pages at those sites and also links to RSS feeds that can be subscribed to for receiving automatic updates about my activities at those networks and sites.

<http://www.cumbrowski.com/ContactSocialMedia.asp>

IMAGES OF CARSTEN CUMBROWSKI



Passport style photographs of me from 2007 and a Caricature of mine.

ADDITIONAL IMAGES OF ME TOGETHER WITH OTHER INTERNET MARKETERS



Wayne Porter, who won the first Affiliate Summit Legend Award in 2007 (now also called "Wayne Porter Legend Award") and me at Affiliate Summit 2007 West



Scott Aikin and me at the BlogWorld Expo 2007 in November 2008 at the Las Vegas Convention Center



Jeremy Shoemaker aka Shoemoney and me at Affiliate Summit 2007 West



Me at the "Pure Imagination Party" at the Wynn Las Vegas in January 2007



Karen Garcia, Joel Garcia, Shawn Collins, Heather Paulson and me at the ShareASale.com “Under the Stars” Party at the Palms Hotel and Casino during Affiliate Summit West 2008 on February 24, 2008 at the Rio Hotel and Casino in Las Vegas, Nevada.





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