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LiveRez.com Adds New SEO and SEM Manager to Increase Partner Profitability

Sam Martin joins the industry's leading vacation rental software company after managing more than 100 SEM campaigns for BaliHoo

BOISE, Id. — LiveRez.com, the leading provider of end-to-end SaaS solutions for vacation rental managers, has added Sam Martin as its new Manager of SEO and SEM. Martin joins the staff after a successful two-year stint as a media buyer at BaliHoo, where he personally managed more than 100 Search Engine Marketing (SEM) campaigns.



Sam Martin

“Sam has a solid background in SEO and SEM,” said Tracy Lotz, founder and CEO of LiveRez.com. “He’ll be a great asset to our partners as we continually work to drive more traffic to their websites and increase their bookings.”

Martin joins a growing staff at LiveRez.com, which also [recently added former BookIt.com veteran Jayme Gamble](#) as Director of Partner Success. At LiveRez.com, he will manage SEM and SEO campaigns for the business and its base of nearly 500 professional property manager partners. Martin will also play a crucial role in search engine optimization efforts for RezSecure.com, LiveRez’s consumer-facing portal.

In addition to his role managing SEM campaigns at BaliHoo, Martin also planned and purchased traditional media advertising for clients across the United States. Those efforts resulted in his promotion to senior media buyer within the first year.

“In the past two years, I’ve developed a real passion for SEO and SEM,” said Martin, who holds a bachelor’s degree in business administration. “I’m thrilled to join a growing company that is so dedicated to its partner base. And, I’m excited to drive more bookings their way.”

For more information about LiveRez.com, its products and its employees, please visit LiveRez.com or call (800) 343-2891.

– More –

About LiveRez.com

LiveRez.com is a complete, online, vacation rental property management solution, focused on making vacation rental property managers fully operational online and thereby increasing bookings. [LiveRez.com](#) offers best-in-class rapid websites, an [online booking engine](#), an end-to-end property management system, [online marketing services](#), and a unique “[Pay-As-You-Book](#)” approach, which provides a mutually beneficial partnership between LiveRez.com and its vacation rental manager partners.

To receive timely updates from the company, follow LiveRez.com on [Facebook](#) or Twitter ([@LiveRez](#)), or visit the company’s [vacation rental software blog](#).

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