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Digital Marketing Profile

A senior-level, tactical digital marketing manager passionate about creating, executing, and managing innovative, results-oriented integrated digital marketing campaigns.

A resourceful digital project manager with a successful track record in leading SEO, social media and content marketing strategy for a variety of clients including start-ups, small business and national brands.

A seasoned digital marketing strategist who keeps up-to-date with emerging trends, new tools and changing best practices in search engine optimization, blogging, content marketing, and social media platforms.

Areas of Expertise

- On & Off-Site Search Engine Optimization
- Competitive Analysis & Market Research
- User Experience & Conversion Optimization
- Website Performance Analysis
- Multi-Channel Digital Content Strategy & Marketing
- Multi-Channel Social Media Marketing Strategy & Management
- Content Management Systems (*WordPress, Joomla, Drupal*)
- Blogging Platforms (*WordPress, Blogger, Tumblr*)
- E-Commerce Platforms (*Magento, Big Commerce, Shopify*)
- Email Marketing (*MailChimp, Constant Contact*)
- Web Design & Web Project Management
- Basic Graphic Design
- Basic Web Programming Knowledge (*HTML, CSS*)

Digital Marketing Analysis & Tracking

- Moz Suite
- HubSpot
- Marketo
- Raven Tools
- SEO Power Suite
- Majestic SEO
- Ahrefs
- Screaming Frog
- SEMRush
- Google Alerts
- Google Analytics
- Google Adwords/Keyword Planner
- Google Webmaster Tools
- Bing Webmaster Tools
- Bringshare
- SERPSrank
- Rank Tracker

Social Media Sites & Tools (partial list)

- Twitter
- Facebook
- LinkedIn
- Google+
- YouTube
- Tumblr
- Pinterest
- Instagram
- Foursquare/Swarm
- Yelp
- Stumble Upon
- Flickr
- HootSuite
- Sprout Social
- North Social
- Buffer
- Klout
- Facebook Ads
- Sponsored Tweets
- Social Mention

Professional Experience

Project Manager

WebiMax, Camden, NJ

November 2012-present

Project Manager:

- Manage 30+ high profile accounts from start-ups to national brands such as Arpin Van Lines, Berlitz, and Lindsay Olives.
- Steer strategy and interface with multiple departments ensuring timely execution of SEO, Social Media and Reputation Management campaigns and initiatives.
- Ensure campaigns consistently stay within budget and appropriate resources are allocated.
- Supervise campaign deliverables and production team members. Inspect all deliverables and assets for quality assurance.

Strategist:

- Develop SEO and social media strategies and tactical plans on an ongoing/as needed basis focused on client's goals and objectives. Adjusted goals and objectives as necessary.
- Review strategies with client so they understand the recommendations and campaigns thoroughly.

Consultant:

- Educate and advise client on recommended marketing initiatives and regularly keep them updated on new developments or marketing opportunities in their niche.
- Respond to client's questions on a regular basis.

Analyst:

- Perform keyword, market and competitive research analysis.
- Create detailed analytical reports on a monthly or quarterly basis.
- Conduct monthly marketing review calls presenting reports and showcasing growth obtained.

Producer:

- Setup and optimize new digital or social media accounts as needed.
- Conceptualize and produce creative content and graphics as needed.
- Manage client's social media profiles as necessary.
- Manage client's advertising campaigns as necessary.

Digital Marketing Thought Leader:

- Stay on top of emerging digital marketing trends, share and teach best practices, and identify new marketing opportunities for clients.
- Visible member of and contributor to digital marketing communities, specifically on social media and content marketing topics, all over the Web.
- Occasional blogger on digital marketing topics.

Results:

- Consistently increased client's organic, referral and social media traffic.
- Often increased conversions (leads, sales, etc.)
- Frequently improved client's search engine visibility (impressions) and click-throughs.

- Shown ability to significantly improve keyword rankings.
- Shown ability to get client's on page one for select keywords within 6 months.
- Regularly enhanced client's overall web presence and reach.
- Always stayed on top of changing search engine algorithms to use to client's advantage.

Social Media Manager

Di Bruno Bros., Philadelphia, PA

September 2010-November 2012

Developed corporate social media strategy for an iconic Philadelphia brand. Executed campaigns that increased brand awareness, social media followers, website traffic, and conversions (sales).

- Created ongoing strategies and executed social media campaigns (social contests, promotions and discount offers) through email marketing, affiliate marketing, paid advertising and blogger outreach.
- Tracked effectiveness of social media campaigns by analyzing growth of reach, sales and community engagement through Google Analytics and other social media analysis tools.
- Managed creative production of assets for social media campaigns.
- Created corporate blog strategy; copyedited and optimized blog posts; received 26,000+ views in less than six months.
- Responsible for executing daily social media postings and community engagement on social media profiles.
- Managed Facebook fan page to over 6,000 likes.
- Managed Twitter account; growing followers to 5400+.
- Managed LinkedIn company profile; growing followers to 340+.
- Created, optimized and managed Pinterest page; growing followers to 250+ within six months.
- Created, optimized and managed Google Local/Business and Google+ pages.
- Monitored brand mentions online and crafted responses.
- Developed blogger outreach strategy to increase brand mentions and link building opportunities.
- Lead employee training on social media and blogging best practices.

SEO & Social Media Consultant

Dinkum Interactive, Jenkintown, PA | **NuSpark Marketing**, Morton, PA | **SEER Interactive**, Philadelphia, PA

February 2010-October 2011

Completed detailed strategic reviews of websites and created website optimization plan with goal of increasing search engine ranking, website traffic, and qualified web leads.

- Developed comprehensive on-site and off-site SEO recommendations by performing thorough keyword research, competitive and market analysis, technical SEO reviews, content audits, and inbound link analysis.
- Worked with project managers and web developers to implement SEO recommendations.
- Completed detailed analytical reviews to measure and assess SEO effectiveness and adjust SEO direction.

- Developed social media strategies with goal of increasing visibility online, promoting brand awareness, and monitoring conversations.
- Created, optimized, and managed client social media profiles focusing on promoting brand awareness, building following, listening to and engaging with targeted audiences, and increasing website traffic.
- Created, optimized, and marketed blog articles on SEO, Social Media, and other digital marketing topics for the Dinkum Interactive and NuSpark Marketing blog.
- Trained Dinkum and NuSpark team and clients on SEO and social media best practices and tactics.

Digital Marketing Specialist & Project Manager

Philly Marketing Labs, Wayne, PA

September 2008-May 2010

Developed and implemented marketing plans with a goal of increasing website rankings, traffic, raising brand awareness, generating leads, and obtaining conversions using SEO, Google Adwords, and Social Media Marketing.

- Provided strategic guidance and management of website optimization projects, including scope of work, project scheduling, and resource allocation.
- Performed keyword research, competitive and market analysis, and technical SEO reviews. Presented findings to clients.
- Created and implemented detailed off-site marketing plans including, but not limited to, backlinking, press releases, blogger outreach, and social media optimization.
- Created branded social media profiles and engaged targeted audience through blogs, Facebook, Twitter, and other social media platforms.
- Provided keyword research, ad copy, and optimized landing pages for Google AdWords campaigns.
- Provided website design and usability analysis and presented findings to clients.
- Defined measurable and actionable metrics for marketing campaigns.
- Lead monitoring and analytics efforts for marketing projects and campaigns. Created detailed reports and presented them to clients.
- Prepared and presented social media workshops & training sessions.
- Provided ongoing marketing guidance, strategy, implementation, and training as needed.
- Prepared marketing proposals for prospective clients & attended client pitch meetings.
- Created optimized blog posts for company blog, performed SEO for company website, and managed social media profiles.

Web & Internet Marketing Project Coordinator

Single Throw Internet Marketing, Wall, NJ

January 2007 to August 2008

Successfully managed the launch or re-design of over 25 websites. Coordinated digital marketing services including: SEO, PPC, branding, social media, and e-mail marketing campaigns.

Professional Associations & Groups (partial list)

- Philadelphia Area New Media Association (Board of Directors)
- Social Media Club Philadelphia (Officer)
- SEO Grail
- Philly Net Squared
- PhIMA
- Philadelphia WordPress meetup
- WordCamp (WordPress conference)

Speaking Engagements/Workshops

February 9th, 2010

Integrating Social Media into Your Marketing Plan

Tri-County Chamber of Commerce (Pottstown, PA)

December 1st, 2009

Entrepreneur 2.0: Social Media Strategies for Startups

Drexel University's Baiada Center

June 16th, 2009

Twitter-LinkedIn: A Hands-On, Business Building Workshop

Temple University Center City Campus

Note: PowerPoint presentations are available on Slideshare and LinkedIn profiles.