

Professional Summary

Accomplished Digital Marketing Manager with 10+ years of experience, specializing in data-driven strategy development and multi-channel marketing campaigns including Salesforce Marketing Cloud, Google Ads, SEM, and SEO. Proven track record of driving significant revenue growth and enhancing ROI through innovative digital strategies and a customer-first approach. Skilled in leading high-performing teams to exceed business objectives, while fostering creative solutions and lasting customer relationships.

Skills

Technical Skills:

SEO/SEM
Google Analytics & AdWords
Content Management Systems (e.g., WordPress)
Email Marketing (e.g., Salesforce Marketing Cloud)
Social Media Marketing & Advertising
Data Analysis & Reporting

Soft Skills:

Strategic Thinking & Planning
Leadership & Team Management
Effective Communication
Creative Problem-Solving
Customer-Centric Marketing
Cross-Functional Collaboration

Education

DeVry University, Columbus OH. Bachelors in Business Administration 2001

Tools & Technologies

Google Suite	WordPress	Slack
Adobe Creative Suite	Microsoft Office	Confluence
Hubspot	Zapier	Jira
SEMrush	Mailchimp	Azure
Ahrefs	Aweber	ChatGPT
Canva	GetResponse	Salesforce Marketing Cloud

Experience

Freelance Digital Marketing Manger | Loganville, GA June 2023 - Present

- Digital Marketing Strategy Implementation: Developed and executed comprehensive digital marketing strategies to enhance online visibility and engagement, utilizing SEO (Search Engine Optimization), SEM (Search Engine Marketing), and PPC (Pay-Per-Click) advertising. Leveraged analytics to inform strategies, achieving an average of 20% ROI improvement for clients.
- SEO and Content Marketing Expertise: Demonstrated proficiency in keyword research, SEO optimization, and content creation, significantly improving clients' search engine rankings and organic traffic. Crafted engaging, SEO-optimized content for blogs, websites, and social media, enhancing brand presence and authority.
- Performance Marketing and Analytics: Skilled in using Google Analytics, AdWords, and other data analytics tools to track campaign performance, adjust strategies in real-time, and deliver comprehensive reports to stakeholders. Excelled in conversion rate optimization (CRO), reducing CPA (Cost Per Acquisition) while maximizing ROAS (Return on Ad Spend).
- Email Marketing Campaigns: Designed and managed targeted email marketing campaigns using platforms like Mailchimp, Aweber, and GetResponse, achieving higher open rates and conversions. Utilized segmentation and personalization techniques to enhance customer engagement and retention.
- Project Management: Coordinated multiple projects simultaneously, demonstrating excellent organizational skills and the ability to meet deadlines. Utilized project management tools like Asana and Trello to ensure smooth execution of digital marketing campaigns.

- Managed a \$650,000 monthly digital marketing budget, achieving a 39% reduction in CPA to \$152 within a quarter through strategic funnel optimization and data analytics.
- Implemented advanced A.I.-powered SEO tools, resulting in a 10% increase in organic traffic and a 5-position improvement in search rankings.
- Enhanced year-over-year website conversion rates by 10% using targeted remarketing strategies to improve customer engagement and loyalty.
- Developed and executed a comprehensive digital marketing strategy, significantly driving revenue growth and customer lifetime value.
- Utilized marketing automation tools for precise customer acquisition and retention campaigns.
- Led innovative content marketing efforts that significantly boosted organic traffic and audience engagement.
- Directed demand-generation campaigns across multiple channels, optimizing ROI through continuous performance analysis.

Digital Marketing Manager U.S. Auto Sales | Duluth, Georgia**December 2017 - July 2020**

- Managed a \$250,000 monthly digital advertising budget, achieving \$300,000 in annual savings by refining Google PPC strategies and vendor management.
- Spearheaded a comprehensive e-commerce marketing strategy, significantly boosting customer traffic and sales with a focus on email marketing.
- Led the strategic planning and execution of marketing campaigns, ensuring alignment with business goals and maximizing email marketing effectiveness for customer engagement and conversion.
- Coordinated and led a team of marketing professionals, emphasizing the timely delivery of high-quality marketing initiatives.
- Utilized key SaaS tools like Google Analytics and Salesforce Marketing Cloud for in-depth campaign analysis and effective project management.
- Updated the e-commerce platform with new products and promotions, engaging customers through targeted email campaigns.
- Designed and managed a customer loyalty program, leveraging email marketing to foster long-term relationships and repeat business.

Website Content Manager CBT News | Atlanta, Georgia**May 2015 - December 2017**

- Led the strategic planning and execution of content initiatives across multiple platforms, increasing website traffic by 40% and user engagement by 25% within the first year through compelling content and SEO optimization.
- Oversaw the website redesign and rebranding, from concept through publication and analysis, ensuring all content aligned with brand voice, style guidelines, and business objectives, resulting in a 30% increase in brand consistency across digital platforms.
- Implemented and refined a content management system (WordPress), streamlining content scheduling, publishing, and archiving processes, which boosted operational efficiency by 35%.
- Conducted comprehensive website audits to identify and rectify content gaps, outdated information, and SEO opportunities, leading to improved content relevance and search engine rankings.
- Developed and monitored key performance indicators (KPIs) for website content, using analytics tools to measure effectiveness and inform future content strategies, resulting in a continuous improvement loop that enhanced content ROI.
- Collaborated with cross-functional teams, including marketing, sales, and IT, to ensure the website supported overall corporate goals, contributing to a unified brand experience for users.
- Stayed ahead of digital content trends and best practices, incorporating new technologies and platforms to keep the website dynamic and engaging for a diverse audience.

Certifications**Google Marketing Certifications**

- Google Analytics Individual Qualification
- Google Ads Video Certification
- Google Ads Shopping Certification
- Google Ads Search Certification
- Google Ads Measurement Certification
- Google Ads Display Certification

Google AI Certifications

- Attention Mechanism
- Create Image Captioning Models
- Introduction to Generative AI Studio
- Introduction to Image Generation
- Transformer Models and BERT Model
- Introduction to Large Language Models