

Tony Driskell

Digital Marketing Specialist

Highly dedicated and responsible marketing professional with 4+ years of experience developing and managing web presence, including Facebook account and other social media business accounts such as Google and Yelp. Ranked in top 5% among peers for new business acquisition. Responsible for \$750K of existing account revenue.

Experience

- 2019-09 - present** **Digital Marketing Strategist**
Yorbu, Houston, TX
 - Collaborated with editorial and consumer marketing teams to create unique, revenue-generating advertising campaigns that included: social media, newsletters, web content.
 - Constructed a strategy through a written report for future use
 - Analyzed and monitored web presence through Google Analytics.
 - Managed the creation and implementation of a marketing campaign for a \$250K client, which increased organic traffic by 28% in 3 months and about 41% in a six-month period.

- 2017-07 - 2019-09** **Digital Marketing Associate**

Hitfinite, Houston, TX

- Developed content for 12 social media accounts.
- Measured success rate of 23 websites utilizing Google Analytics to improve traffic.
- Created and published necessary forms into digital documents that increased efficiency by 33%
- Created and executed MailChimp email campaigns on news of the firm.

Education

- 2017** **BA in Digital Journalism and Media**
Penn State University
Relevant Coursework: Principles of SEO and Optimization, Web Analytics, Building Your Brand and Website Foundation, Online Advertising, Copywriting I, II, III and IV

Certificates

Google Analytics Certification

Personal Info

Address

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Phone

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E-mail

t.driskell@gmail.com

LinkedIn

linkedin.com/in/t-driskell

Hard Skills

SEO

Google Analytics

Google Search Console

WordPress

Semrush

Copywriting

Soft Skills

Listening skills

Empathy

Cooperation

Excellent communication

Flexibility

Languages

French—fluent

