Jeffrey R. Mertz

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[**Design Portfolio**](https://drive.google.com/drive/folders/1MD6aLPCZnRGbDDD5T7RSOGc1uTmdtNHK?usp=sharing)

**Profile**

Highly personable, solutions-oriented marketing professional with over 15 years of experience in creative online marketing while planning and implementing website projects. Proven ability to seamlessly coordinate and direct all phases of project-based efforts while directing and motivating high-performing project teams. Hands-on experience in all stages of E-commerce marketing and development including mobile design, SEO, testing and support.

♦ Research & Development ♦ Graphic Creation ♦ Strong Organization

♦ Analytical Tracking ♦ Reporting & Presentation ♦ Problem Solving

♦ Product Promotion ♦ E-Commerce Optimization ♦ Team Management

**Technical Proficiency**

**Applications:** Adobe Creative Suite, Wordpress, Excel, Word, Google Docs, FileZilla FTP, Getresponse, Mailchimp, WebCEO, SEO PowerSuite, Browserstack, MAC/Windows

**Marketing:** Adsense, Adwords, Social Platforms, Screaming Frog

**Analytics:** Google Analytics PRO, CrazyEgg, Doubleclick for Publishers

**Coding:** HTML, CSS and Excel Formulas

**Work Experience**

**2018 - Present** • **TopMarketingAgency.com** • Account Manager

Managing 85+ client website needs, including display ads, landing pages, logos, general graphics, email marketing, content, html/css and video editing. Duties also include directing web development team. **2015 - 2018** • **GreaterGood.com/clicktogive** • House Ads Team (Marketing Specialist)

Developed strategies to keep brand websites up to date with new advertisements daily.

**2013 – 2015** • **Aosom.com / Frugah.com** • Webmaster

Managed website content by creating banners, managing product inventory, dropshipping, wholesale and email marketing campaigns.

**2012 – 2013** • **NetVisibilityGroup.net** • Web Performance Analyst

Optimized directories such as Google, Bing and Yahoo. Also produced competitive keyword research, validated client web pages and monitored analytics.

**Education**

**Lake Washington Technical College**, A.A.S Animation Game Design

**Redmond High School**, High School Diploma  
Google Marketing Fundamentals Qualification Certified

**References available upon request**