

Marketing Strategist IV

ROBERT SMITH

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Objective

Highly qualified digital Marketing Strategist with 20+ years of experience in search engine optimization (SEO), search engine marketing (SEM), social media marketing, online reputation management, digital marketing, branding, and web content management. Successful collaborative partner with an advisor to small to large business executives for the creation of innovative solutions to meeting company goals.

Skills

Microsoft Office, Adobe Creative Suite, Social Media Management & Marketing, Marketing Automation, Email Marketing, WordPress, Google Analytics, Event Management, Community Relations, Advertising, Sales, Salesforce

Work Experience

Marketing Strategist IV

Gibble, LLC - February 1998 - Present

- Working collaboratively with more than 60 long-term clients to timely complete projects based on solid market research to ensure the best marketing path, including digital and traditional.
- Driving traffic growth from multiple sources, including free and paid search, email marketing, affiliate marketing, social networking, mobile, and on-site placements.
- Setting the calendar and priority of all sales promotions for social media for the enterprise.
- Utilizing the split tests (A/B testing) and analytics to drive online advertising while measuring message.
- Identifying and implementing the strategies to generate continual paid content, including the potential and challenge of constant growth.
- Maintaining the strategic relationships with Facebook, Google, Snapchat, and Twitter to provide a platform.
- Negotiating and optimizing the paid advertising offers, including click-per-action based, resulting in an expanded network of active advertisers from zero to 80 active advertisers.

Marketing Specialist

ABC Corp - March 1996 - 1998

- Managed marketing goals as related to search engine optimization (SEO) and keyword.
- Oversaw and updated the database of gaming, media, and influencers.
- Owned outreach and coverage with top consumer media outlets nationwide.
- Conducted the strategic media relations by creating outlet-specific media angles and targeting key journalists and influencers across multiple industries.
- Ensured timely completion of campaigns and reports.
- Created content (original text, images, video, etc.) that built meaningful connections and encouraged community members to take action.
- Delivered timely and accurate responses to user questions and requests across all community platforms.

Education

Certification - August 1995(Community College Of The Air Force)