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EDUCATION

Florida Institute of Technology Melbourne, FL Master of Business Administration December, 2016

Major: Marketing

PROFESSIONAL EXPERIENCE

Principal, Search Optimization **Bisk**

May 2016—Present

Tampa, FL

- Leads SEO, SEM, and content marketing strategy, planning, and tactics resulting in consistent 20-80%+ organic traffic growth and 10-50%+ lead generation growth for sites averaging 30,000-200,000+ monthly organic sessions year over year
- Organize, develop, execute, track, and analyze marketing campaigns using strategic tools, Google ads, and analytics suites (Omniture, Google Analytics, GTM) to increase brand awareness and lead generation results for premier brands such as Villanova University and University of Notre Dame
- · Deploy, configure, and maintain analytics and testing suites to provide data-based business insights and business insights
- · Informs on technical specifications for optimal site speed performance, architectures, and Googlebot/web-bot crawling using client-side site crawler and log analysis
- Performs competitive analysis across organic, social media, and PPC channels using 10+ fields of competitive benchmarks to provide complete insight on competitor movements, search share, and efforts
- · Mines and segment user information using Google Analytics and CRM data to validate personas and segmentation maps
- Performs market research for product validation and market segmentation to successfully launch programs based on market viability
- Manages and develops team through proven models such as capability maturity model, resulting in team development roadmaps and establishment of measurable processes
- Identify opportunities for market development using strategic tools such as Ansoff Matrix and market research techniques
- Performs website maintenance, code reviews, and updates using HTML/CSS, Javascript and JQuery
- Conduct CRO and a/b testing on website, increasing page conversions by up to 100%+ using Optimizely
- Create hypothesis maps for structured testing and validating assumptions
- Create and maintain analytics dashboards and reports for marketing and sales functions
- Product owner and scrum master for various marketing and operation projects

Sr. SEO Specialist

May 2015—May 2016

Tampa, FL

Bisk | US News University Connection

- · Created and collaborated on lead nurturing paths that include customer journey mapping
- Executed SEO best practices for onpage and outreach efforts, increasing baseline web traffic for major education brands by over 20,000 sessions per month
- Created user personas based on market research and consumer behavior for content marketing initiatives
- · Measured and tested various guerilla and growth hacking tactics for increasing website traffic
- Managed website migrations and participated in version control

SEO Specialist

Bisk | US News University Connection

May 2014—April 2015

Tampa, FL

Marketing Consultant **Sole Proprietor**

June 2010—Present

Tampa, FL

· Informed and executed on marketing best practices from marketing research, sound strategy, positioning, and tactical execution for Ecommerce brands

HIGHLIGHTS OF QUALIFICATIONS

- Hands-on expertise in marketing analytics, management and building cohesive marketing plans, grounded in sound strategy with experience in multiple promotional channels that include: PPC, SEO, Email, Media Buying, PR, Guerilla, and Social Media
- Mastery in lead generation and nurturing via organic traffic and content marketing
- High analytical skills to measure effectiveness of marketing efforts and reporting, including implementation and maintenance of software
- Proficiency in reading, writing, and structuring programming/markup languages: HTML/CSS, Javascript, and JQuery

TECHNICAL COMPETENCIES

- Marketing Research: Ethnographic, Survey, Secondary
- Google Suites: Analytics, AdWords, Search Console
- CRM/Email Technologies: Salesforce, Marketo
- Project Management: Waterfall, Agile (Scrum)
- Certificates: Google Analytics IQ/ Adwords/ Search/ Video/ Shopping, Hubspot Inbound, MSU Business Analytics
- Programming Languages: SQL
- Data Visualization Software: Tableau, Google Data Studio, Adobe Omniture
- Web Dev: HTML, CSS, Javascript, JQuery UX
- Other: Screaming Frog, Log analyzers, Optimizely, Google **Experiments**