Mitch Lee

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EDUCATION

Florida Institute of Technology	Melbourne, FL
Master of Business Administration	December, 2016
Major: Marketing	GPA: 3.91

PROFESSIONAL EXPERIENCE

Principal, Search Optimization *May 2016—Present*
Bisk *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 to increase brand awareness and lead generation results for premier brands such as Villanova University and University of Notre Dame which results in a continued 30%+ year over year growth in marketing qualified leads
- Informs on technical specifications for optimal site speed performance, architectures, and Googlebot/web-bot crawling using client-side site crawler and log analysis such as Elastic stack tools, Splunk, and ScreamingFrog
- Performs competitive analysis across organic, social media, and PPC channels using 10+ fields of competitive differentiators and 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 target users, resulting in segmentation maps where profitable consumer groups are identified
- Performs ethnographic research and other market research for product validation and market segmentation allowing early-stage programs to successfully launch 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 and updates using HTML/CSS and Javascript
- Conduct CRO and a/b testing on website, increasing page conversions by up to 100%+ using Optimizely
- Product owner and scrum master for various marketing and operation projects

Sr. SEO Specialist *May 2015—May 2016*
Bisk | US News University Connection *Tampa, FL*

- 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 *May 2014—April 2015*
Bisk | US News University Connection *Tampa, FL*

Marketing Consultant *June 2010—Present*
Sole Proprietor *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 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
- Specialized in SEO activities such as technical, content strategy, link building, keyword strategy, competitive analysis, and other strategies to increase organic traffic
- Mastery in lead generation and nurturing via organic traffic and content marketing
- High analytical skills to measure effectiveness of marketing efforts and reporting
- Proven track record of generating high-quality leads and building audiences using multiple marketing channels

TECHNICAL COMPETENCIES

- Marketing Research: Ethnographic, Survey, Secondary
- Google Suites: Analytics, AdWords, Search Console
- CRM/Email Technologies: Salesforce, Marketo
- Project Management: Waterfall, Agile (Scrum)

- Programming Languages: SQL, Ruby (Rails)
- Data Visualization Software: Tableau
- Web Dev: HTML, CSS, Javascript, UX
- Other: Screaming Frog, Log analyzers, Optimizely