Jim Huinink | Digital Marketing Leader

http://strongwords.ca

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SUMMARY AND HIGHLIGHTS

Over ten years' experience and leadership in digital marketing, SEO, web publishing, social media and search marketing in environments ranging from small start-ups to large companies

Marketing expertise and technical skills including HTML, CSS, Dreamweaver, Google Analytics, SEO, AdWords management, social media, FTP, Webmaster Tools, A/B testing, MS Office

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant and SEO: May 2008 - Present
Strongwords.ca, Kitchener, ON

- Applied insights from Google Analytics and past experience to increase organic traffic to comfortlife.ca 25%, to 30,000 monthly visitors (May to Aug 2012) vs. Penguin update; drive SEO traffic and new sales of $20,000 for jobsite-products.com (Jun 2011 to May 2012); increase organic traffic to Ameripack.com 156% (Oct 2009 to Aug 2010); and grow online reach 258% for interpixdesign.com, driving $250,000 in B2B sales since 2008

Marketer & Editor: December 2012 - Present
North Waterloo Academic Press, Waterloo, ON

- Researching and editing victorianperiodicals.com, the 65,000 page website of the Waterloo Directory of Victorian Periodicals; marketing to university libraries around the world; editing and adding hundreds of webpage entries to; project lead on site redesign for nwap.on.ca

Director of Web Strategy: March 2008 - February 2012
Our Kids Media, Ltd., Mississauga, ON

- Grew ourkids.net from 100,000 to 1.2 million annual unique visitors, through hundreds of pages of web content development, site structure edits, article writing, press releases, link building, guest blogging and other inbound marketing

- Grew Our Kid Media's digital properties to increase the company's annual organic web traffic from 100,000 to 1.8 million visits, applying insights from Google Analytics, SEO PowerSuite, keyword research and analysis of Google AdWords campaigns

- Initiated social media presence that grew to 10,000 followers on Facebook and Twitter

- Provided planning and direction to blogging to grow to 10,000 unique visitors per month

- Optimized Google AdWords campaigns to increase annual expo registrations by 10% over traditional B2C sales channels and increased B2B sales with A/B testing

- Aligned all websites with a strategy consistent in branding and corporate message

- Wrote marketing materials for sales team that helped increase sales 10% per year

- Provided QA and key insights into the development of mobile applications

Co-owner: July 2007 - February 2008
COMP Dynamic, Kitchener, ON
- Our bootstrapped startup launched three websites before losing traction

Geosign Corporation, Guelph, ON: September 2005 – May 2007,
Production Manager: December 2006 - May2007
- Project management for 2500 single page websites optimized for AdWords campaigns

- Managed team of copywriters and technicians to achieve timely completion of projects

Lead Researcher: May 2006 - November 2006
- Proposed new site development, including site that became plasticsurgeons.com, which achieved an estimated 12 million visits and $500,000 net profit annually

- Hired 15 writers and editors to help spearhead the fast growth of Geosign Publishing

- Trained SEO writers to create 40 websites optimized for AdWords campaigns, garnering an estimated 6 million visits and $300,000 annual net profit, increasing company growth

- Provided project management, market research and analysis for 60 catalogue websites and AdWords campaigns, with sites achieving an estimated $200,000 annual net profit

Website Editor: September 2005 - May 2006
- Strategized, wrote and edited onlinelearning101.com, a 700 page website reaching an estimated 4 million visits and $2 million profit per year

- Planned and edited wealthygeek.com which achieved $3 million annual net profit

Writer and Webmaster (Freelance): September 2001 - June 2004
Strong Words Professional Editing and Web Services, Kitchener, ON
- Researched keywords and wrote all content for Geosign websites luxurywatches101.com, gourmetfoods101.com, funeralplanning101.com, thesolarguide.com and others

- Co-developed and managed hybrid online-classroom course at University of Waterloo

- Created profitable SEM, driving AdWords campaigns to affiliate advertisers

- Wrote web content for interpixdesign.com; part-time webmaster of totalfocus.com

- Team lead editing for *The Waterloo Directory of English Periodicals 1800-1900*

EDUCATION AND CERTIFICATION
MA, English – Language and Professional Writing, University of Waterloo, 2000-2001

- Specialties: Website structure and usability, digital media, rhetoric and writing

- Recipient of two separate Graduate Scholarships

Certified Google AdWords Professional

SKILLS INVENTORY
Technical

✓ HTML (10 yrs) ✓ Dreamweaver (4 yrs) ✓ MS Office Word (10 yrs) ✓ MS Office Excel (7 yrs) ✓ Google Docs (4 yrs) ✓ CMS (7 yrs) ✓ CSS Edits (3 yrs) ✓ PHP/MySQL Edits (3 yrs) ✓FTP (5 yrs)

Marketing and Analytical

✓ On-page SEO (8 yrs) ✓ Social media marketing (5 yrs) ✓ Professional link-building (5 yrs) ✓ SEO PowerSuite (3 yrs) ✓ Google AdWords (9 yrs) ✓ Google Analytics (5 yrs) ✓ e-newsletters (3 yrs) ✓ Keyword research (7 yrs) ✓ Hitwise (1 yr) ✓ Omniture (1 yr) ✓ Website Optimizer (2 yrs) ✓ A/B Testing (2 yrs) ✓ Research and Analysis (5 yrs) ✓ Writing, Editing (10 yrs)

Soft Skills

✓ Strategy ✓ ROI-orientation ✓ Business acumen ✓ Client management ✓ Initiative ✓ Self-direction ✓ Presenting ✓ Personnel management ✓ Mentoring ✓ Training ✓ Team player

PREVIOUS WORK EXPERIENCE
Teaching Assistant: January 2001 – May 2001. University of Waterloo, Waterloo, ON

Labourer: January 1997 – Dec 1999. Moonfleet Poultry, Neustadt, ON

Manager, 1995- 1996. Brown Baker Fundraising, London, ON

Independent Contractor (Sales), 1992- 1995. Sealand Foods, Waterloo, ON

PREVIOUS EDUCATION
University of Waterloo, 1990-1991

BA, English, University of Redeemer College, 1985-1989

REFERENCES AVAILABLE ON REQUEST

Linked In | Twitter | Klout | Google + | Quora | SEOMoz | Pinterest | Disqus