Digital Marketing/ Web Manager Digital Marketing/Web Manager DIGITAL/MARKETING MANAGER Murphys, CA I've been in web development and marketing for close to 20 years. I started Auto Web Engine, which was an automotive data hub for automotive dealers. This was used throughout the US and Canada. At its peak, the platform had roughly 5 million vehicles being hosted from thousands of auto dealers. I also created ListingKit which was an automated inventory marketing platform which takes a feed of a company's inventory and auto creates and launches individual ads on Facebook and Google Adwords.   On a local level, I have been the online digital and marketing manager for Roberts Auto Sales in Modesto, CA for about 10 years. Roberts has gone from under 100 cars a month in monthly sales to over 500 cars in monthly sales, doing millions of dollars in sales each month. I manage a monthly budget of tens of thousands of dollars each month for them launching ads and content on Google Adwords, Facebook, Instagram, Twitter, and Snapchat. I have also taught community classes through Modesto Junior College on web design and digital marketing for small business.   I have a BS in Marketing and a Masters in E-Learning Development. I am looking for opportunities to help companies grow, or maintain. Authorized to work in the US for any employer Work Experience Digital Marketing/ Web Manager Roberts Auto Sales - Modesto, CA August 2007 to Present I develop and manage the marketing, both offline and online as well as website design/development and strategies. Roberts is now in the top 10 independent dealers in sales volume and growing, doing millions of dollars in sales monthly. With a small team, we manage our monthly ad spend budget, video production, social media and print, among other spaces. I manage the campaigns on Google Adwords, Facebook/Instagram, Snapchat and Twitter. FOUNDER/ DEVELOPER AUTO WEB ENGINE - Oakdale, CA 2005 to Present Auto Web Engine is an online inventory management/marketing hub allowing automotive  dealers, and service providers, to manage their inventory in one location and have it  synced to their other accounts. I manage and develop new functionality for the system,   train new users, and consult with current users on maximizing exposure and usage with the system. I manage other back-end developers to create a cloud computing inventory  manager to broadcast and track use. I also handle all new clients in training and troubleshooting. I meet with, in person and via phone and email, new users to ensure

they get a quality experience out of the service. DEVELOPER, WOWTHEM AUTO WEB ENGINE - San Francisco, CA 2007 to 2009 WOWthem is an online system allowing real estate agents to manage their listings in one location and have those automatically sent out to their online marketing sites like Trulia, Oodle.com, and Craigslist. Like with Auto Web Engine, I developed the front-end and UI and well as managed the back-end development team. Using a project manager, I routinely manage the team to come up with new tools, functions, and troubleshooting problem solving. We were invited to present at the Launch: Silicon Valley event where we presented the system to VC's in June of 2008. The system was purchased from us. WEBMASTER AUTO WEB ENGINE - Turlock, CA 2005 to 2006 I managed and developed all the web properties for Advantage Route Systems. I also developed the UI and back-end design for their online call tracking system. Education Master's in E-Learning Development Jones International University August 2006 to June 2008 Bachelors in Marketing CSU Stanislaus - Turlock, CA September 2003 to June 2005 Skills MARKETING (10+ years), ONLINE MARKETING (10+ years), CSS (10+ years), HTML (10+ years), SEARCH ENGINE MARKETING (10+ years), PPC (10+ years), App Development (5 years), Print Design (10+ years), Video Production (6 years), Final Cut Pro (5 years), Adobe (10+ years), CRM (7 years), Photography (10+ years), Google Adwords (10+ years), Google Analytics (10+ years), Facebook Ads (7 years), Social Media Marketing (7 years), Project Management, Organizational Skills, Photoshop, Sales, Digital Marketing (10+ years), Facebook (7 years), Social Media (7 years), Twitter, Instagram, Graphic Design Links https://www.linkedin.com/in/blakelemmons/ https://www.instagram.com/blakelemmons/ Certifications/Licenses Driver's License Assessments Social Media Highly Proficient March 2019 Measures a candidate's ability to create content, communicate online, and build a brand's reputation. Full results: https://share.indeedassessments.com/share_assignment/y8bxqvyp20tybf-u Search Engine Optimization Expert March 2019 Measures a candidate's ability to interpret online website performance metrics and understand search engine optimization tactics. Full results: https://share.indeedassessments.com/share_assignment/kzmlybkqac9grfuj Business Math Proficient March 2019 Measures a candidate's ability to use basic math to solve problems in a

business context. Full results: https://share.indeedassessments.com/share_assignment/5pxztdsb1-vx4zlg Data Analysis Proficient March 2019 Measures a candidate's skill in interpreting and producing graphs, identifying trends, and drawing justifiable conclusions from data. Full results: https://share.indeedassessments.com/share_assignment/17ywx1awf-m5ucwg Marketing Highly Proficient March 2019 Measures a candidate's ability to understand your target audience and how to best communicate with them. Full results: https://share.indeedassessments.com/share_assignment/dpwhmkim1235pr3p Basic Word Processing with Microsoft Word Proficient March 2019 Measures a candidate's knowledge of basic Microsoft Word techniques for word processing, including the use of tools to format or edit text. Full results: https://share.indeedassessments.com/share_assignment/o-qxks4tk085ttiq Accounting Skills: Bookkeeping Familiar March 2019 Measures a candidate's ability to calculate and determine the accuracy of financial data. Full results: https://share.indeedassessments.com/share_assignment/wnpcim3crs7tl0i Email Highly Proficient April 2019 Measures a candidate s ability to effectively compose and organize email messages. Full results: https://share.indeedassessments.com/share_assignment/y2zwllkr1dbfq1vc Project Management Skills: Budgeting Highly Proficient April 2019 Measures a candidate's ability to manage project budgets by appropriately allocating and monitoring financial resources. Full results: https://share.indeedassessments.com/share_assignment/rwqveedgrpzucmsr Social Media Highly Proficient July 2019 Measures a candidate's ability to create content, communicate online, and build a brand's reputation. Full results: https://share.indeedassessments.com/share_assignment/cbxe2f4fgyyyabtq Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field. Additional Information Skills CSS/HTML, some PHP, Javascript, Digital Imaging, Analytics Metrics, Lead Management, Online Marketing, Offline Marketing, SEO/SEM, Online Data Feeds, Customer Development, Mobile Application Development, Social Marketing Platforms: Windows, Mac OS, HTML, iOS, Android Software: Final Cut X, Photoshop, Final

Cut Pro, iWork, MS Office, Coda (any html editor), Some  Xcode, Adwords, Google Analytics, Facebook Ad Managers, Twitter Ads, Instagram for  Business, SnapChat and others.

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