



# Bryan Barton

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## Skills

- In-depth Market Research
- WordPress & Craft CMS
- Activecampaign
- Google Ads
- Google Analytics, Google Tag Manager, Google Search Console
- Databox (dashboard creation)
- Strong time management skills
- Experience in client and team management in remote/hybrid environments
- SEO, SEM, PPC
- Experience working with internal and external stakeholders, vendors, clients, and partners
- Marketing, Business, and Financial Plan creation
- Extreme Attention to Detail
- In Depth Site Auditing & Usability Testing
- Website Creation / Content Management
- Email Marketing Automation
- Analytical / Problem Solving Skills
- Basic HTML, CSS
- Woorank (SEO)
- Project and timeline management
- Ability to work independently and autonomously
- Client interaction and presentation skills

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## Experience

SEPTEMBER 2021– CURRENT

### Digital Marketing Project Manager / Furman University, Greenville SC

- Managed and completed website content and formatting edit requests from internal campus partners
- Pulled website analytics reports upon request and drew actionable insights from raw metrics in order to inform digital strategy
- Managed hundreds of website editor's credentials and permissions over a large, complex website
- Executed the creation of an official University digital magazine every six months, meeting strict deadlines and publish dates
- Managed the university's Google Tag Manager account and respective digital tracking tags and accounts, including Google Analytics, Databox, and Hotjar
- Assisted in the creation and management of multiple analytics dashboards that each integrated multiple data sources into an effective and easy to use dashboard
- Collaborated with external partners to implement an SEO strategy for the University's website on thousands of pages through manual and tool-based solutions
- Directly involved in the strategic planning and implementation of a complete front end site redesign for a complex, multi-site University website

- Conducted frequent website editor trainings and an internal webinar with over 100 attendees

APRIL 2021– SEPTEMBER 2021

## **Digital Project Manager / BRIGHT+CO Marketers, Greenville SC**

In the spring of 2021, I was promoted to Digital Project Manager, *and I performed all tasks I was responsible for in my previous role (listed below), plus the following:*

- Managed all website projects for the agency, including the creation of new websites, existing website projects, and all analytics/reporting requests for clients
- Oversaw usability testing and strategy for any new website projects as well as usability audits for existing websites
- Ran reports for a website support ticketing system to keep track of hours spent on various projects and tasks

SEPTEMBER 2019 – APRIL 2021

## **Media Coordinator / BRIGHT+CO Marketers, Greenville SC**

In the fall of 2019, I was offered a full-time position at BRIGHT+CO. Some of my tasks and achievements included:

- Managed a paid search campaign that resulted in: 125,000 clicks at a 3.5% average CTR, and total attributed revenue of \$300,000
- Managed approximately 15 client Google analytics properties, approximately 8 Google Tag Manager containers, performed all analytic tasks and ran reports as requested by clients
- Trafficked artwork/creative for numerous media campaigns and contributed to strategy and tactical discussions for those campaigns
- Managed all of the agency's digital tools, including but not limited to: Activecampaign, Google Analytics, Google Tag Manager, Woorank, lead forensics, Google Ads, Databox, Usability Hub, Hotjar, Google Search Console
- Assisted with the website creation process for multiple website projects, performing multiple tasks including website usability design, navigation design/changes, asset and copy upload, and more
- Managed the contacts in the agency's CRM/marketing automation tool, Activecampaign, and designed email automation flows within the tool
- Designed, created, and managed multiple client dashboards that each integrated multiple data sources into an effective and easy to use dashboard
- Created SEO reports and integrated them with data from Google Analytics to gather actionable and relevant insights on client's sites
- Worked with the Media Director to develop processes for the media department

MAY 2019– SEPTEMBER 2019

### **Intern / BRIGHT+CO Marketers, Greenville SC**

I began working at BRIGHT+CO as an intern, mainly focused on analytics, site audits, and miscellaneous one-off reports. The skills I started developing in this role played a big part in my success in my next role at BRIGHT+CO.

MAY 2017– APRIL 2019

### **Intern / Small Business Development Center, Clemson SC**

I worked with approximately thirty small businesses and potential businesses to assist in writing business, marketing, and financial plans as well as conduct market, industry, and competitive research.

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## **Education**

MAY 2019

### **Business Management B.S. / Clemson University, SC**

I received the SC Life Scholarship, and a majority of my coursework was focused on entrepreneurship, management, and Spanish classes, all of which I excelled in. I am able to understand and speak basic Spanish.

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## **Activities**

I volunteered at a church youth ministry as a leader from 2017 – 2019 and am currently volunteering in my church's children's ministry. In my youth ministry position I had various weekly leadership responsibilities. I enjoy outdoor activities such as hiking, camping, fishing, and playing sports, and I also enjoy traveling.