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▼ PROFILE



Results oriented Business Development, Digital Integrated Marketing, and Web Development professional with experience that spans multiple areas including but not limited to:

- ▶ Inbound Marketing
- ▶ Search Engine Optimization (SEO)
- ▶ Paid Advertising
- ▶ Social Media Marketing
- ▶ Video Marketing
- ▶ Web Development
- ▶ HTML 5
- ▶ CSS3
- ▶ Marketing Automation
- ▶ Email Marketing
- ▶ Leadership



▼ EDUCATION

A.A.S. Web Technologies
Wake Technical Community
College – Raleigh, NC
PROFESSIONAL

EXPERIENCE

Director of Marketing

TheeDesign, Raleigh, NC

2016- Current

- * Plan and implement strategies that increase productivity and output
- * Team management, motivation, performance, training, planning and career development
- * Develop needed policy and procedures within the team while refining existing policy and procedures to maximize efficiency
- * Work closely with Sales team to identify new client and partnership opportunities
- * Ensure client satisfaction across all projects
- * Identify industry trends and propose solutions to maintain cutting-edge Digital Marketing strategies and tactics
- * Maximize interdepartmental effectiveness

Internet Marketing Specialist

TheeDesign, Raleigh, NC

2015-2016

- * Set up and manage ongoing marketing plans for new clients
- * Utilize internet experience to develop and manage all phases of organic search engine optimization and paid search campaigns for newly developed websites
- * Keyword, industry, and competitor research using Moz, Raven Tools, SEMRush, and other popular online marketing tools
- * Analyze website traffic reports, linking structures, codes, and content to be able to make smart recommendations to increase website traffic, the number of quality leads, and conversion
- * Improve and optimize pay-per-click campaigns to get the most out of each dollar and click
- * Write quality content including web pages, blogs, press releases, and ad copy
- * Build quality back-links for clients' websites to improve their search engine ranking
- * Manage social media site profiles and build online communities
- * Build email lists and manage email marketing campaigns

SEO/SEM/Digital Marketing Campaign Analyst

Global Software, Inc., Raleigh, NC

2014- 2015

- * Web site content optimization and conversion optimization
- * Develop and implement comprehensive backlink campaigns to company/product sites to increase Search Engine Rank
- * Drive Traffic to main website through Social Media Marketing
- * Manage and optimize PPC campaigns
- * Keyword research and optimization to increase website traffic and grow lead funnel
- * Assist with handling of digital campaigns such as: email marketing, Webinars, and/or lead nurturing including post-campaign follow up, tracking, and analysis of ROI
- * Support development of web content, marketing collateral, and tools for the sales team
- * Utilize marketing automation platform to track and report on results to management