

BEN SOTTEK

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A DATA-DRIVEN, "FULL-STACK" DIGITAL MARKETING SPECIALIST WITH EXPERIENCE IN MEDIA PLANNING, DIGITAL ADVERTISING, DATA ANALYTICS, AND MARKETING TECHNOLOGY.

EDUCATION

DEGREE: BACHELORS OF
SCIENCE IN BUSINESS
ADMINISTRATION

MAJOR: BUSINESS ANALYTICS
COLLATERAL: MARKETING

*University of Tennessee
Knoxville*

Aug 2014 - May 2018

KEY SKILLS

Search Engine Marketing
(SEM/PPC)

Social Media Advertising

Conversion Rate Optimization

Data Modeling and Visualization

Advanced Proficiency in R Studio

Proficiency in Python

Proficiency in SQL and Database
Management

Advanced Proficiency in Microsoft
Suite

Written Communication

Team Management

CERTIFICATIONS

GOOGLE ADWORDS

GOOGLE ANALYTICS

OPTIMIZELY

EAGLE SCOUT
2014

PROFESSIONAL OBJECTIVE

I've found that digital marketing has been the ideal intersection of two skill sets: people skills and technical ingenuity. In this discipline, I am able to leverage a technical background in data-analytics to get the right message to the right person at the right time.

My vocation is to continue learning how to do this better - through new technical skills and an ever-changing understanding of how to communicate and relate to people.

EXPERIENCE

PAID MEDIA ACCOUNT MANAGER

Silverback Strategies / Alexandria, VA / September 2020 - present

I work with a book of clients to plan, execute, and report on their paid media efforts across all applicable platforms.

- Responsibilities include strategy development, tactical execution, reporting, A/B testing and optimization, client services, and project management.
- Currently working with 7 clients across multiple verticals.

PAID MEDIA SPECIALIST

Ramsey Solutions / Franklin, TN / June 2018 - present

I plan and execute all digital advertising across search, social, and programmatic channels for the Tax and Insurance Endorsed Local Providers programs as well as for the SmartVestor program.

- Responsibilities include strategy development, tactical execution, reporting, A/B testing and optimization, and R&D for new opportunities.
- Grew total revenues from paid media by 250% while maintaining an average rate of return of 976%.
- Grew paid media efforts to account for 37% of total revenues.

DIGITAL MARKETING CONSULTANT

Freelance / Remote / June 2019 - Present

I work with various businesses to plan, build, and launch digital marketing initiatives that support their business goals.

- Implement tracking and analytics solutions to provide measurable value.
- Provide strategy recommendations based on business goals.
- Build, launch, and optimize based on recommendations.