

# BEN SOTTEK

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

## EDUCATION

### MAJOR: BUSINESS ANALYTICS

### COLLATERAL: MARKETING

University of Tennessee  
Knoxville

Aug 2014 - May 2018

### FULL-STACK WEB

### DEVELOPMENT BOOTCAMP

Vanderbilt University

Feb 2021 - Jul 2021

## KEY SKILLS

### FRONT-END WEB DEVELOPMENT

- HTML
- CSS
- JAVASCRIPT

### BACK-END WEB DEVELOPMENT

- SQL
- NoSQL
- Python
- R

Search Engine Marketing  
(SEM/PPC)

Social Media Advertising

Conversion Rate Optimization

Data Modeling, Analytics, and  
Visualization

## CERTIFICATIONS

GOOGLE ADS (ALL MEDIUMS)

FACEBOOK ADS

GOOGLE ANALYTICS

## 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

### 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.

### PAID MEDIA ACCOUNT MANAGER

Silverback Strategies / Alexandria, VA / September 2020 - March 2021

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.
- Worked with 7-10 clients simultaneously across multiple verticals.
- Drove success for high-value clients and secured multiple 100% increases in billable ad spend.

### PAID MEDIA SPECIALIST

Ramsey Solutions / Franklin, TN / June 2018 - June 2020

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.