

Cole Soldwisch

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Digital Marketer with proficiency in Search Engine Marketing, Search Engine Optimization, Paid Social, content creation, client relations, and project management. Proven ability to test and optimize for conversions, track organic and paid results, and prove the benefit of digital tactics over traditional media.

EXPERIENCE

Cypress North

Digital Marketer

Buffalo, NY

July 2016 – Current

- **Notable Clients**

- B2C: New York Cruise Lines (Circle Line Sightseeing, New York Water Taxi, The BEAST Speedboat Ride & more), Carlease.com, Kayak Pools & Katalogue, Doyle Security, BUREAU
- B2B: Rich Products, Alfa Laval, i-Sight, KH Industries, Staub Precision Machine

- **Description**

- Currently support the ongoing management of client partnerships and their associated ongoing digital strategies using paid and organic tactics.
- On a day to day basis, I: handle client communications; manage paid search and social accounts tracking campaign effectiveness; plan and execute SEO strategies; test, tweak and optimize page content for conversions; assist in content review and creation; and proactively plan for the next marketing initiative or change in industry standards.

BustedWallet.com

Individual Contributor / Content Creator

Remote

July 2017 – Current

- Currently contribute technology and outdoor gear reviews to this popular WordPress-based review site through in-depth product testing and persuasive/creative writing paired with photography staging and editing.
- [View my contributions here](#)

GKV Communications

Account Management Intern

Baltimore, MD

January 2016 – May 2016

Loyola University Maryland Office of Technology Services

Senior Technician

Baltimore, MD

October 2012 – May 2016

The Martin Group, LLC

Media Department Intern

Buffalo, NY

May 2014 – August 2014

CONSULTING

My Practice: Sandwich Digital | My Role: Digital Marketing Consultant & Advisor

- **Notable Clients**

- Thimble.io – An Education Technology startup bringing electronics kits to tweens and teens at home and in schools. From zero to hero, Thimble teaches electronics, robotics, and hardware programming.

PLATFORMS

Advertising: AdWords Search & Display, Bing Ads Search, Facebook and Instagram Ads, Twitter Ads, and LinkedIn Ads

Analytics & Tracking: Google Analytics, Google Tag Manager, Google Optimize, HotJar, CallRail

Content Management Systems: WordPress, HubSpot, Shopify, Squarespace,

Email Services: MailChimp, Constant Contact, HubSpot, Shopify

Competitor SEO: Spyfu, SEMRush, Screaming Frog SEO Spider

Creative & Project Management: Adobe Suite (PS & ID), Basecamp, Slack, Skype, Togg

EDUCATION

Loyola University Maryland | B.B.A. With A Concentration in Marketing | May 2016

Baltimore, MD