

Emanuel Gold, PMP

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WORK EXPERIENCE

Knowledge Services

Aug. 2021 – Present

Website Specialist | Jan. 2023 – Present

Indianapolis, IN

- Knowledge Services is a recognized leader in providing technology and workforce management solutions, offering integrated services for various industries.
- Manage A/B testing, data analysis, and website development projects with cross-functional stakeholders, driving a 57% traffic increase within six months.
- Develop and execute integrated digital marketing strategies across eight brands simultaneously in a fast-paced environment, generating a 31% quarterly increase in qualified leads.
- Supervise intern teams for technical SEO audits and managing digital resource libraries, improving site performance and search rankings through streamlined processes.
- Direct SEO improvement projects that have boosted organic website traffic by 15% and secured rankings for 105 new keywords.

Digital Marketing Manager | Aug. 2021 – Jan. 2023

Indianapolis, IN

- Automated web-based account services with HubSpot CRM, significantly reducing manual contact management time waste.
- Created and maintained HubSpot Playbooks, sales collateral, and revenue operations processes within the HubSpot CRM.
- Built UTM structures and A/B tests for advertising campaigns, improving data accuracy and campaign ROI.
- Implemented ROI-focused marketing technology to streamline processes and reduce waste.

Alpha Epsilon Pi Fraternity, Inc.

Jun. 2019 – Dec. 2020

Marketing Specialist

Indianapolis, IN

- Alpha Epsilon Pi is a leading international fraternity, committed to developing leadership among its members and fostering a sense of community.
- Rebranded annual 'Founders Day' campaign, achieving a 14% increase in monthly donations.
- Enhanced website user experience, increasing annual web traffic by 31% and boosting engagement.
- Managed interns to produce weekly blog content and publications, boosting organic traffic and site visibility.

EDUCATION

University Of South Florida

Jan. 2014 – Dec. 2018

Bachelor of Science in Marketing

Tampa, FL

CERTIFICATIONS, SKILLS & TECHNOLOGIES

- **Certifications:** Project Management Professional (PMP); HubSpot SEO II; HubSpot Inbound Marketing; HubSpot Digital Marketing; HubSpot Growth-Driven Design; HubSpot Content Hub for Marketers
- **Skills:** Project Management; Agile Project Management; Web Development; Digital Strategy & Campaign Management; SEO & SEM; Data Analytics; Email Marketing & Automation; Marketing Operations; Inbound Marketing; Content Strategy & Content Creation; UI Design; UX Optimization; Conversion Rate Optimization; Technical SEO
- **Technologies:** WordPress; HubSpot; VS Code; Google Analytics; Google Search Console; Google Lighthouse; Microsoft 365; Semrush; Adobe Creative Cloud; Figma