

# Emanuel Gold, PMP

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## WORK EXPERIENCE

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### Knowledge Services

Aug. 2021 – Present

Digital Project Manager | Jan. 2023 – Present

Indianapolis, IN

- Knowledge Services is a top provider of cybersecurity solutions and workforce management, serving government and enterprise sectors.
- Successfully managed and executed a WordPress to HubSpot website migration project that resulted in savings of \$4,000 per year.
- Developed and executed integrated digital marketing strategies that generated a 43% quarterly increase in qualified leads and a 68% increase in annual sales growth.
- Manage execution of website optimization projects to enhance user experience and conversion rates, achieving a traffic increase of 57% in six months.
- Oversee end-to-end delivery of website and digital marketing projects from discovery through launch, ensuring delivery occurs within scope, under budget, and within client constraints.
- Manage contractual scope rigorously by organizing stakeholder goals into specific success criteria that aligns on definition of done, reviewing new requests against SOWs, processing change orders, and communicating trade-offs between schedule, budget, and scope.
- Perform earned value assessments to proactively address budget and schedule variances.
- Supervise cross-functional teams across strategy, design, development, SEO, and QA to maintain efficiency and remove ambiguities.

Digital Marketing Manager | Aug. 2021 – Jan. 2023

Indianapolis, IN

- Enhanced advertising campaign ROAS by 11% through structured UTM implementation and rigorous A/B testing.
- Documented and refined standard operating procedures and templates for HubSpot CRM, improving contact management and automation of account services.
- Facilitated discovery workshops and deliverable review sessions with stakeholders to translate business goals into clear project roadmaps, technical briefs, and reports.
- Conducted performance analysis to guide strategic decision-making in digital marketing initiatives.

### Reali

Jan. 2021 – Jul. 2021

Digital Marketing Associate

Remote

- Reali was a real estate platform that sought to transform home buying and selling.
- Owned digital marketing channels to grow website traffic and conversions.
- Led a team in content creation to enhance organic visibility and traffic.
- Used meticulous documentation and detailed agendas to remain aligned with distributed teams.

### Alpha Epsilon Pi Fraternity, Inc.

Jun. 2019 – Dec. 2020

Marketing Specialist

Indianapolis, IN

- Alpha Epsilon Pi is an international fraternity dedicated to developing leaders and building community.
- Rebranded the annual 'Founders Day' campaign, increasing donations by 14% and boosting engagement by 43%.
- Enhanced website UX to boost annual traffic and user interaction by 31%.
- Supervised project teams to develop and execute event marketing campaigns.

## EDUCATION

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### University Of South Florida

Jan. 2014 – Dec. 2018

Bachelor of Science in Marketing

Tampa, FL

## CERTIFICATIONS, SKILLS & TECHNOLOGIES

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- **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 Life Cycle Management; Client Relations; Cross-functional Team Leadership; Agile & Predictive Project Management; SEO, GEO, & SEM; A/B Testing & Conversion Optimization; Digital Strategy & Campaign Management; User Experience Design; Communication; Time Management; Problem-solving; Continuous Improvement
- **Technologies:** WordPress; HubSpot; Google Analytics; Google Tag Manager; Google Search Console; Semrush; Adobe Creative Cloud; Figma; VS Code; Microsoft 365