

# Garrett Cassells

## **Remote Demand Generation, Sr. Digital Marketer, SEO, PPC, Analytics & Reporting**

Atlanta, GA 30308

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Demand Generation, Performance Marketing, Digital Marketer, SEO, PPC & Analytics

Dynamic Online Marketing Professional with extensive experience in creating compelling digital marketing campaigns to build brands, attract customers and drive revenues. Knowledgeable in all phases of online marketing, from ideation to execution. Skilled at creating strategies that incorporate proven techniques and technologies to achieve a client organization's objectives. History of delivering results that help businesses expand their audience, generate awareness and increase sales.

Authorized to work in the US for any employer

## Work Experience

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### **Demand Generation - Performance Marketing Manager (Contract)**

The Walt Disney Company (Disney Publishing - eCom) - Remote

May 2021 to Present

- Google Ads, Microsoft Ads, Google Shopping, Paid Search, Amazon PPC, YouTube Ads & SEO.
- Top Wins: 48.9K Conversions. Reducing Paid Search CPA from \$22.71 to \$3.71. A MoM ROAS that fluctuated from \$8-\$12 starting month 3.
- Day to Day: Launched & Optimized Performance Marketing Initiatives for The Disney Publishing Division:

### **Sr. Digital Marketing Manager: ECOM, SEO, PPC & Shopping**

The Home Depot - Remote

May 2019 to Present

Developed and managed comprehensive online marketing campaigns for several divisions, subsidiaries, and company partners. Projects included Google & Bing paid media campaigns, which were optimized based on real-time opportunities.

- Implemented DSA campaigns, which created a site-wide lift for all over 1M SKUs across three brands.
- Managed \$12M in PPC Ad spend, resulting in \$75M in combined online revenues for brand partners including Supply Works, Barnett, Wilmar & Kimberly Clark.
- Conduct audits & address technical SEO issues maintaining proper indexing, broken links, 404 errors, 301/302 redirects while maintaining proper Canonical Tags, Robotstxt, Meta robot tags & X robots tags.

### **Sr. SEO - Digital Marketing Manager**

Bank of America

September 2017 to May 2019

Assembled and managed an SEM Strategist team to create competitive campaigns against Square using SEO,

PPC, Facebook and YouTube Ads. Served as SEO subject matter expert to product IT, Dev Ops, and Copywriters, providing SEO recommendations.

- Created, managed and executed SEO, SEM, PPC & display campaigns for TOF, MOF & BOF programs.

- Performed technical SEO & PPC audits, conversion rate optimization audits, competitor website & SEM audits.
- Conducted content gap analysis reports while ensuring lower CPCs, higher CTR and Increasing ROAS Targets.

## **Senior Digital Marketer SEO, PPC Strategist, Digital Analytics**

Thomson Reuters

July 2015 to September 2017

Acted as the Digital Strategist for FindLaw, a part of Thomson Reuters, managing PPC and paid search campaigns for over 63 law firms. Created and executed a holistic search strategy (SEO & PPC) supporting the clients' business objectives. Created lead generation campaigns through consultation form fills and click to call campaigns.

- Reduced T-CPA by 30% for CPC's like "Personal Injury" by creating SKAGS and GEO-Modifiers.
- Achieved a PI Case Acquisition cost of \$2K.
- Generated over 700 new signed personal injury cases within the first five months of the campaign.
- Scaled the monthly budget from \$60k to \$350K.

## **Digital Marketing Manager**

SEO By Nerds

February 2010 to July 2015

Directed online marketing activities for over 300 websites and over 5K search terms. Industries included Law

Firms, Dental Practices, Medical Offices, Franchises, Multi-Location Businesses and Fortune 100-500 companies.

- Managed digital campaign assets, landing page development and content, and tracking that support direct response marketing strategy.
- Collaborate with marketing team partners to develop new paid search campaign content and messaging to achieve business objectives.
- Performed continuous A/B and multivariate testing of campaign messaging and landing pages.
- Evaluated and drove qualitative KPIs through continuous improvement and optimization.

## **Education**

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### **Bachelor of Arts in B.A., Business Administration and Management**

General Nova Southeastern University

### **Master's degree in Business Administration and management**

## **Skills**

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- B2B PPC Lead generation (8 years)
- Google Analytics (4 years)
- Google AdWords (8 years)
- Google Search Console
- PPC Campaign Management
- Conversion optimization

- Content marketing
- SEM
- SEO
- Google Ads
- B2B marketing
- Adobe Creative Suite
- Salesforce
- Attribution modeling
- Data visualization
- Data analytics
- Bing Ads (7 years)
- Adobe Analytics
- Multichannel marketing (6 years)
- Media buying (5 years)
- Demand Generation Manager (6 years)
- Performance Marketing (8 years)
- Marketing automation
- Analysis skills
- CSS
- Pardot
- HubSpot

## Links

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<http://linkedin.com/in/garrett-cassells>

## Certifications and Licenses

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**Google AdWords Certification**

**Google Analytics Certification**

**Google Ads Certification**