

ETHAN ROBERSON

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<https://thatdigitaldude.com>

Professional Summary

As an accomplished web content management professional (webmaster, website manager, web producer), I possess a wealth of experience in effectively managing websites and utilizing a wide range of technical tools and software. My expertise in HTML, CSS, and JavaScript enables me to maintain and update website content with precision, while my proficiency in the use of WordPress CMS and other corporate software allows me to streamline processes and optimize user experiences. I am also highly skilled in identifying and resolving console errors that can impact the technical functionality of websites, ensuring uninterrupted operations and seamless user engagement. My strong commitment to staying informed about the latest industry trends and best practices, combined with my exceptional communication and collaboration skills, make me a valuable asset to any corporate team.

Skills

- Website Management
- SEO
- Front-End Development
- Landing Page Development
- Digital Marketing
- Google Analytics
- HTML5
- CSS3
- JavaScript
- React JS
- WordPress
- Google Search Console

Work History

Website Content Manager 05/2023 - Current

ATD

- Currently working a contract position (with possibility of full-time)
- Updating web pages in HMC (Hybris CMS)
- Creating landing pages; design sends over figma files and I develop the pages in HTML, CSS and JavaScript (front-end developer)
- Helping this team/company with creating new content on several websites (atdonline.com, tireprosonline.com, atd.com, tirepros.com, ntdconnect.com)
- Helping create several pages on the new CMS platform (slowly transitioning content to new CMS)

Web Manager & SEO Manager 02/2021 to 04/2023

ArisGlobal – Miami, FL

- Managed both websites

- Updated content
- Landing page development
- Wordpress
- Used HTML, CSS, and JavaScript to create custom functionality for better user experience
- Increased page speed
- Enhanced Core Web Vitals
- Integrated third-party scripts & testing
- Created custom elements for UI/UX via HTML, CSS, and JavaScript
- Created effective SEO strategies to increase web traffic
 - Used SEMrush to help with technical SEO as well as building keyword strategies & more
 - Utilized Google Search Console to help identify opportunities
 - Reviewed SEO performance KPIs MoM and shared with team
 - Google Tag Manager to set up proper tagging processes
 - Used Google Analytics to view data and create reporting for KPI's
- PPC (Google Ads)
 - Managed existing campaigns and created additional campaigns
 - Increased CTR and conversions
 - Created a campaign for a big event we hosted; this new campaign easily outperformed the campaigns created before my time at ArisGlobal.
- Collaborated with marketing and product marketing team to build out effective strategies and update content on the website.
- Used JIRA and Asana for project management

Front End Web Developer | PPC Specialist, 08/2019 to 05/2020

JF Petroleum Group – Morrisville, NC

- Took concepts and produced design mockups and prototypes to strengthen designs, enhance user experience and improve site interactions
- Created, implemented and updated effective SEO strategies
- Produced and submitted weekly reports outlining progress against KPI objectives
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments

Web Developer | SEO Specialist | PPC Specialist, 01/2019 to Current

That Digital Dude – Raleigh, NC

- Determined coding requirements for site creation, including specialized scripts
- Tested websites and performed troubleshooting prior to deployment
- Designed, implemented and monitored web pages and sites for continuous improvement
- Created eye catching and functional digital design concepts across various platforms to strengthen company brand and identity
- Worked closely with clients
- Shared reporting data with clients and reviewed reporting with clients
- Established web hosting for sites and uploaded files to hosting account
- Created Google Ad Search campaigns that generated new leads for clients

- Created effective SEO strategies for clients
- Enhancing user experience
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages

Digital Marketing Associate, 08/2018 to 08/2019

LeadsNearby – Raleigh, NC

- Wrote and edited high-quality web content that was SEO compliant
- Helped with marketing automation
- Created email marketing campaigns
- Tracked key metrics and developed spreadsheets and data models
- Updated website content and created web pages using HTML and CSS
- WordPress maintenance updates

Education

Associate of Arts: Business Administration, 05/2016

Wake Technical Community College - Raleigh, NC

Bachelor of Arts: Marketing

William Peace University - Raleigh, NC