

Kenny Woehr

Performance Digital Marketer | Bend, Oregon

<https://www.linkedin.com/in/kennywoehr/>

Summary

I am an expert digital marketer specializing in Paid Search (PPC) and SEO with over 5-years of experience managing top-tier clients. I play many roles and wear many hats including but not limited to strategist, data analyst, marketer, project manager, programmer, graphic designer, and developer.

Experience

Paid Search Specialist

Smartz (Smart Solutions)

2 years | Bend, OR

- Managed over \$2M in annual spend for 20+ clients such as Borla Exhaust & Lorac Cosmetics
- Account strategist, team leader, meeting host, and thought leader
- Responsible for day-to-day execution of services
- Lead for all tasks and projects that are digital (organic, direct, social, referral, local)
- Reporting lead and deliverable presenter

Digital Paid Media Associate

Ethology Inc. (Tallwave, EngineWorks)

3 years, 4 months | Portland, OR

- Assist to account lead and managed over \$5M in annual spend for 5+ clients such as Farmers Insurance Group, Conn's, LifeLock, and American Signature
- Responsible for weekly, monthly and quarterly reports, and basic optimizations and a/b testing

Education

Bachelor in Mathematics & Computer Science

University of Oregon | Eugene, Oregon

1999-2005

Certifications

Google AdWords Fundamentals
Google AdWords Search
Google AdWords Mobile
Google AdWords Display
Google Digital Sales
Bing Ads

Awards

2018 Google Premier Partner Awards - Pending nomination

2015 AZIMA TIM Award - Finalist
Best Paid Search Improvements -
Farmers Insurance Group