Joshua Ludwig

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OBJECTIVE

Determined to continue my growth in the field of digital marketing, I am seeking a role that entrusts me with supporting client performance in an unusually tumultuous marketing landscape, where rapidly changing consumer behavior demands equally agile strategizing.

EDUCATION/CERTIFICATIONS

University of Delaware

Bachelor of Science in Management Information Systems   May 2017

Google/Microsoft

- Bing Ads certification, valid through January 2021
- Google Shopping Ads, valid through January 2021
- Google Analytics Individual Qualification & Google Analytics for Power Users, valid through September 2020

HIPPA

- HIPPA Security and HIPPA Privacy for Business, valid through 2021.

WORK EXPERIENCE

Tinuiti

Shopping & Feed Coordinator Trainee   January 2020-April 2020

- Technologies used: Google Ads, AdWords Editor, Google Analytics, Bing Ads, Kenshoo, Search Ads 360.
- Pulled SQRs to negate inefficient search term trends and identify high growth search query opportunities.
- Manually adjusted search term bids, and rolled out GA ROAS (automated bidding) on a number of campaigns to monitor performance against manually optimized campaigns/product groups.
- Cleaned feed data and added additional fields to enable more granular/strategic campaign management.
- Launched and managed merchant promos for campaigns across a client account spending around $100,00 a month (Promo management became very involved when COVID-19 drastically impacted client strategy).
- Identified impacted campaigns, then activated or paused across multiple clients due to fulfillment issues caused by COVID-19 (If orders couldn't be processed based on facility access, campaigns had to be paused).
- Weekly calls with Google agency reps to inform market trends and Google Shopping errors/disapprovals.
- Created and completed work through integrated timeline/project management tools like Wrike.

VeryApt

Operations Manager   January 2018-December 2019

- Created listing contracts with large residential rental companies (roughly $50,00 in annual revenues) and performed account management/retention on that clientele.
- Led and managed link building strategy (Broken link replacement, infographic/social media post creation, blogger outreach).
- Acted as the procuring agent in 100+ residential leases, maintaining a conversion rate above the targeted 10% of users that enter our system (roughly $100,000 in annual revenues).
- Mastery of industry standard business technologies (Microsoft Outlook, , PowerPoint, Excel, Google Data Studio, Trello, Slack, GitHub).
- Reported to shareholders and executive management on traffic, profitability, growth, etc.
- Created hand-off documentation to solidify business processes that previously lacked recording.

Hardwick Benfer LLC

Data Analyst   August 2017-December 2017

- Took source data (10,000+ records) provided by a Fortune 100 company in legal discovery and modeled using Excel (macros, vlookups with multiple criteria, pivot tables) to enhance prosecution.
- Presented Data Studio visualizations to defense teams resulting in multiple pre-trial settlements.

John l. Weinberg Center for Corporate Governance

Corporate Governance Intern & Teaching Assistant, Professor Charles Elson   February 2015-May 2017

- Teaching Assistant for "Advanced Seminar in Corporate Governance" where I consulted students on term papers, designed and led review sessions, and graded examinations/papers.
- Planned and executed bi-annual Governance Symposium (budgeting, logistics, venue reservation).

ACTIVITIES

Philabundance

Volunteer   January 2019-Current

- Accumulated 50 volunteer hours packing and organizing Hunger Relief Center boxes, with an estimated individual impact value of $500 since starting.