

DEBORAH AGER
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SUMMARY

- Background in driving revenue increases.
- Skilled at SEO and experienced with Google Analytics
- Experience managing a team.

EXPERIENCE

2015 – present: Radiant Media Labs, Hyattsville, MD

Founder, Content creation consultant and thought partner.

- **Content Creation:** 22-time book content collaborator on topics, including personal finance, estate planning, content marketing, parenting, consulting, etc.
- **Content Marketing:** Generate sales and leads with content through social media.
- **Developed content process** to facilitate client completion of books.
- **Copywriting:** Write sales pages, emails, blog posts, ads, website and social media copy.

2011 – 2015: American Red Cross, Washington, DC

Director, Online Acquisition and Demand Generation, 2015

Director, SEO, Paid Search and Social Advertising, 2014-2015

Senior Manager, Digital Marketing, 2013-2015

Manager, Digital Development, 2011-2013

- **Content Marketing:** Developed content marketing strategy and editorial calendar for RedCross.org.
- **SEO/PPC:** Was hired to build organic and search engine marketing programs. Results included generating \$104M in revenue in three years.
- **Testing & Optimization:** Developed tests and conducted customer journey mapping to increase transactions.
- **Social Media:** Developed targeted social media and display campaigns for the enterprise on Facebook and Twitter. Collaborated with Communications team for “earned” media in social.
- **Budgets:** Managed digital budgets. Developed incremental budget plan. As a result, generated \$540K in incremental revenue.
- **Email:** Developed social advertising test to re-engage lapsed subscribers, and developed tests using paid search and email to drive sales.

2009 – 2011: AIR (Government Contractor), Silver Spring, MD

Internet Marketing Specialist

2007 – 2013: ClickWisdom, LLC, Hyattsville, MD

Digital Communications Strategist

- **Content Marketing:** Created and managed a digital outreach program to promote a government client’s book. Results included more than 3,000 downloads of the book in one day and more than 8,700 orders of the print book in three days. The outreach campaign resulted in more than 100 quality backlinks, which improved search engine rankings.

- **SEO:** Achieved #1 Google rankings for the Diseases and Conditions Index, which is a website of the NIH.
- **Copywriting:** Wrote email copy that generated 11,000 orders for a book in three days. Wrote, edited, and proofread email newsletters. Managed email program for 5-20 monthly newsletters for a National Institutes of Health (NIH) division.
- **Social Media:** Developed social media strategies for CDC and NIH. Increased Facebook page community from 0 to more than 2,600.

2007 – 2009: InvestorPlace Media (formerly PIR), Rockville, MD

Search Engine Marketing Specialist, 2008 – 2009

Freelance Search Engine Optimization Specialist, 2007 – 2008

- **SEO/Content Marketing/Copywriting:** Managed SEO program and developed copywriting guidelines. Increased visitors from organic search.
- **Budgeting:** Managed \$20,000 monthly budget in search engine marketing program.
- **Data/Analytics:** Developed optimized landing pages and improved conversion rates on a regular basis using data-based decision making.
- **Training:** Developed SEO plans for company's three largest sites and trained clients on SEO best practices and copywriting.

2004 – 2007: Referral Coach International, Laurel, MD

Director of Internet Marketing, 2005 – 2007

Program and Website Manager, 2004 – 2005

- **Website Management:** Used HTML, CSS, and Dreamweaver to update a website of 150-200 pages. Oversaw the transfer of website to a dedicated server.
- **Copywriting:** Wrote and edited emails and email nurture series. Increased click-through and open rates of online newsletter.
- **Delivered on website redesign and oversaw website marketing.**
- **A/B Split Testing:** Increased response rate for online marketing course from 15% to 42% in 6 months.

EDUCATION

University of Maryland, College Park, MD
B.A. in English

University of Florida, Gainesville, FL
M.F.A. in creative writing