

— PROFESSIONAL EXPERIENCE —

DIGITAL MARKETING & GRAPHIC DESIGN *John Deere/Nortrax 2012 - Current*

- Planned, budgeted, and executed all domestic and international online advertising for lead generation, brand awareness, remarketing, and recruitment.
- Digital advertising with Google Adwords and on social media platforms (*Facebook, Instagram, LinkedIn, and Twitter*) with A/B testing and buyer personas.
- Managed, planed, and created content and campaigns across multiple social media platforms.
- Increased our Facebook followers by over 900% in one year improving lead generation, customer support, and company brand awareness through planned and paid content.
- Created and managed email marketing content for domestic and international campaigns.
- Reduced email marketing costs by \$55K per year and increased subscription database by 162% within two years through vendor, websites and sales optimizations.
- Created, tracked, and reported on website analytics using Google Analytics and Tag Manager.
- Built and managed local online listings through Google and Bing maps for over 50 locations throughout North America.
- Increased organic search listings to well over 250k, maps views to 300k, directions to stores to 13k, and phone calls to stores 12k.
- Created and managed website content and SEO in two languages and for multiple regions.
- Produced graphic design collateral with Adobe Photoshop, InDesign, and Illustrator for print and digital campaigns.

WEB DEVELOPMENT & DIGITAL ADVERTISING CONSULTING *Vertical Orbit 2007 - Current*

- Custom website design and web app development with HTML, CSS, and Laravel PHP framework.
- Digital advertising including search/SEM, display, and social media.
- Email marketing services
- Google Adwords, Analytics, Tag Manager, and Facebook advertising certified.

SYSADMIN & WEBMASTER *Pilot Bank 2006 - 2012*

- Managed and maintained every aspect of the IT infrastructure for multiple locations.
- Webmaster for the company website and intranet running Joomla! CMS.