Nathan Mihu

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EXPERIENCE

Marketing Specialist, Foxtail Marketing
American Fork, UT — April 2016-July 2016

Contribute to clients digital marketing strategies and channel implementation. This included:

- PPC (Google, Bing, and Social)
- Blog articles that were themed with the overall strategy
- Onsite and Offsite SEO

PPC Specialist, Online Image
Murray, UT — July 2015-April 2016

As the PPC Specialist I was in charge of both franchise level, and individual Pay Per Click efforts on Google.

- Grew our main franchise from 10 to over 40 accounts.
- Over 4 - 6 months I was able to implement a full strategy consisting of:
  - Landing Page Optimization
  - Add account optimization and campaign build out overhaul
  - Add extension implementation
- Oversaw an average drop of $2.00 per click
- Raised click-to-call (which was our key metric of success for this client) to a whopping 60% average
- Kept the monthly number of calls steadily growing month over month.

SKILLS

MongoDB
Express
AngularJS
Node.JS
JavaScript
Cascading Style Sheets (CSS)
Responsive Websites with and without Bootstrap
HTML
On Page SEO
Landing Page Design and Optimization

EDUCATION

V School | Provo, UT 2016
Full Stack Web Development
MEAN Stack

Market Campus | Provo, UT 2015
Digital Marketing

Boise State University | Boise, ID
Mass Communications