

# Michael Vierra

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Digital Marketing Specialist with experience in Web Design, SEO and collaborating with creative and development teams on projects to help clients increase SERP, online exposure, sales, digital presence, social media and more.

## PROFESSIONAL EXPERIENCE

[Zywave](#), Santa Barbara, CA

**Digital Marketing Specialist** (01/2022 – Current)

Manage client's Google LSO, SEO campaigns and assist clients with Digital Marketing Related issues • Used IWB CMS to build custom websites, optimized GBP's on Google, worked with SEO team to create unique content, drive traffic, create sales funnels, monitor analytics/kpi's and work on increasing conversions

[Upwork](#), Santa Barbara, CA

**Freelancer** (01/2019 – 12/2021)

Managed client's Google LSO, SEO/PPC campaigns and built websites in Wordpress, Wix & Squarespace. • Setup websites, optimized SMB's on Google, utilized A/B multivariate testing to improve landing pages

[Strategic Incentives](#), Santa Barbara, CA

**MARKETING Director** (01/2018 – 12/2018)

Project lead for website redesign, worked with a third-party agency with a budget of \$20k+ to overhaul site structure, layout, and content; new website incorporated significantly improved functionality and increased traffic.

• Built websites using Shopify for [Crsvr.com](#) & Wordpress for [Stratinc.com](#), promoted sites on LinkedIn B2B

[Oniracom](#), Santa Barbara, CA

**STRATEGIST** (01/2017 – 12/2017)

Exceeded objectives for client retention and upsales of digital marketing campaign options. •

Grew & optimized paid search & social advertising campaigns often surpassing client KPI's •

Designed GTMS & account/project management timeline for each client's deliverables

[Tegna](#), Phoenix, AZ

**SEO SPECIALIST**, (01/2016 - 12/2016)

Conducted on/off site SEO optimization. managed keyword research, competitive SERP rankings for clients. •

Managed 30 plus book of clients, backlinking strategies, meta-tagging, landing page optimization, SEO plugins

[Karmaloop](#), Boston, MA

**Marketing Associate** (01/2015 - 12/2015)

Ran promotional Social Media & Google Ads campaigns while maintaining Karmaloop's online clothing store. •

Organized/optimized paid Social Media & Google Ads accounts, ran campaigns in Hubspot & Mailchimp •

Created, tracked, and maintained performance of paid ad campaigns (\$10k+/month budget with over 3x ROI) •

Competitive analysis, performance KPI reviews, promoted Twitter campaigns increasing Social likes 4,000+

[Local Market Launch](#), Santa Barbara, CA

**Search & Social Media Specialist** (06/2012 - 12/2014)

Curated social media campaigns with engaging content & created thought leadership material for in-house blogs.

• Blogged on SEO thought leadership, optimized client sites via LSO (Local Search Optimization) tactics • Ran paid and organic search articles on Blog/social sites using Hootsuite, increased likes/users 500%+

## EDUCATION CREDENTIALS

**Northeastern University 2012**, Boston, MA Bachelors of Arts in Technological Entrepreneurship