

To whom it may concern,

When I learned of your need for a, 'Digital Marketing Specialist' to join your team. I hastened to submit my resume for your consideration. As a Digital Marketing Success Specialist at Zywave with a comprehensive knowledge of SEO, Web Design, digital marketing, social media advertising and web design strategy, web development, paid & organic search and more, I am well prepared to make a significant impact on your organization in this role.

I help customers every day using Zywave's patented Insurance Website Builder, I manage over 900+ client's (or partner's as they are called at Zywave). My job is to Help design, scale and design/improve/optimize landing pages used as lead magnets using Zywave's proprietary [Insurance Websites Builder](#) for independent insurance brokers across the country. Zywave also implements a host of SaaS tools in the cloud that they cross/up-sell to each "partner" (client). I also work with a local SEO team that handles audits, implementation and on-site/off-site optimization strategy. I design the websites, interface with the clients via phone calls/screen share on Microsoft Teams and guide them through the website builder if they have any questions or concerns as well as assist with social media, Google Business Page requests, LSO (Local Search Optimization) or any other digital marketing concerns.

The following are just some of the highlights of my qualifications:

- Managed over 900 clients websites, SEO & Digital Marketing strategies at Zywave
- Oversaw organic content management and strategy for high-profile companies—including Local Market Launch & Tegna (previously G/O Digital)—while working effectively and collaboratively with bloggers, fans, designers and key influencers to propel corporate presence and customer engagement on relevant social media sites.
- Managed/optimized book of clients SEO keyword search campaigns for Tegna
- Created roadmap for client success KPI campaigns including and designed for Social Media/SEO/PPC and advanced paid Search solutions for clients at Oniracom
- Generated weekly reports on search & digital marketing presence, engagement, and effectiveness across all advertising platforms to evaluate and boost overall impact and performance at Karmaloop.
- Invigorated corporate brand identities through proven and innovative social media strategies designed to incorporate company values and talents at Local Market Launch.
- Created and optimized pilot sites in Wordpress, stratinc.com, crsvr.com and created other flagship websites for the Strategic Incentives.
- Hold a Bachelor of Arts in Technological Entrepreneurship from Northeastern University.

- Utilized data to understand the success or failure of campaigns, communicate results, and identify areas for optimization using Google Analytics and other 3rd party analytics tools for all clients

Considering my proven talent for driving ambitious SEO & Digital marketing initiatives—combined with my ability to motivate teams and encourage loyal customer relationships—I am well positioned to immensely benefit your company. I look forward to discussing the position further with you

Thank you for your consideration.

Sincerely,

Michael Vierra