

Mitchell Joseph Kaskie

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Education

University of Arkansas | Walton College of Business
Bachelor of Science in Business Administration (BSBA)
Marketing Major | Nonprofit Studies Minor | Cumulative GPA: 3.6
Dean's List & Chancellor's List: Spring 2015 & Spring 2016
Graduation Date: May 2017

Skills

Drupal 8, WordPress, Figma, HTML, CSS, JavaScript, Sass, Bootstrap 5, responsive web design, Visual Studio Code, GitHub, SEO, Bynder, Google Analytics, Google Data Studio, Adobe Analytics, Photoshop, InDesign, Illustrator, Google Ads, AdRoll, Terminus, Marketo, digital marketing, graphic design, AP Style, copywriting, advertising, branding

Experience

Web Content Specialist | Genpact | February 2020 - Present

- Supports enterprise level Baker Hughes website via Drupal 8, working with agencies, marketers and developers to roll out new features/functionality, create and update landing pages, troubleshoot issues and improve SEO
- Provides stakeholders with standardization, best practices, and training for creating content pages within Drupal 8
- Managed the migration of all content from the Baker Hughes Digital Solutions site to the Baker Hughes site with development and agency teams
- Lead digital experience and analytics audit of the Baker Hughes Digital Solutions Store site which included SEO updates and the implementation of GA4 with development and agency teams
- Managed the migration of Acquia DAM to Bynder DAM with development and agency teams
- Coordinated the removal of GE branding from Baker Hughes Digital Solutions site with marketing and creative teams as part of legal compliance
- Manages assets on the Baker Hughes website using Bynder DAM
- Provides ad-hoc updates to the Baker Hughes website

Digital Marketing Specialist | Blackhawk Network | May 2019 – February 2020

- Lead migration of several brand sites into one global site
- Executed redesign and development of the global site, including overhaul of Wordpress templates using knowledge of HTML, CSS, JS and PHP
- Managed and optimized content for all enterprise level websites via Drupal and Wordpress
- Managed all paid channels for multiple business units to drive leads – Google Display, AdRoll, Terminus, LinkedIn and Facebook
- Analyzed website traffic and ad campaigns using Google Analytics and created interactive dashboards with Google Data Studio
- Created Marketo forms and embedded them into landing pages to drive leads via gated content downloads
- A/B tested paid ads across multiple platforms and quickly optimized ads based on performance
- Designed multiple variations of ads and ad messaging for testing

Online Marketing Coordinator | Copart Inc. | May 2018 – May 2019

- Voted "Most Outstanding Marketing Team Member" by my peers in August 2018
- Played a critical role in the planning, testing and implementation of a completely newly redesigned, search engine optimized homepage for Copart and all its brands/international websites in multiple languages
- Used Workspace in Adobe Analytics to create dashboards, analyze web pages and campaigns, and monitor overall key website/mobile app metrics; made recommendations for web strategies/tactics based on analysis
- Lead the complete redesign of all static content pages on the Copart.com website, building them using HTML and CSS according to the UX/UI designer's specifications, while working with copywriters and the SEO manager to ensure all pages were search engine optimized
- Worked closely with IT to test all new website features and functionality in a QA environment before launching in production
- Ensured all new/existing links, pages, features or functionalities were properly tagged and tracked in Adobe
- Responsible for any general troubleshooting with website features, functionality, content or data issues
- Overall gatekeeper for ensuring the content on all of Copart's websites is up to brand standards, follows AP style and is free of grammatical/spelling errors

Marketing Intern | Copart Inc. | August 2017 – May 2018

- Voted "Most Outstanding Marketing Team Member" by my peers in November 2017.
- Planned, implemented, tracked and analyzed integrated campaigns and content across all Copart's platforms in multiple languages
- Wrote SEO content including landing pages, blog posts, press releases, news articles, and social media posts
- Worked in Drupal CMS to edit content in HTML and CSS on Copart's enterprise websites in multiple languages