
ANDREW COTTELL

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PROFESSIONAL SUMMARY

Digital Marketing Professional who drives top search engine rankings and internet visibility with creative and technical solutions. Ranking in the top spot for "Designer Handbags", "Hermes Birkin handbag", and "Hermes Kelly handbag", on some instances out ranking Hermes the brand. I look to integrate and mix marketing channels to create unique solutions that push branding and motivate clients to take action. Thus, driving incremental website visibility on social media, display platforms, and search platforms. By creating and developing websites and tracking systems to analyze return on investment (ROI) we may create effective and elegant marketing messages that drive revenue.

SKILLS

Digital Media Marketing

- Digital Media Management
- Brand Management
- Partnership & CO-OP Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Pay-Per-Click Marketing (PPC)
- Offline & Online Integrated Marketing
- Analytics
- Email Marketing
- Social Media Marketing
- Marketing Automation
- Customer Relationship Management (CRM)
- Programming & Development
- Writing & Crafting Copy

SEO

- Programming Background
- Front-End & Back-End Technology Optimization
- Site Crawlability & Indexability Optimization
- International Search Optimization

PPC

- Search (Google Adwords & Bing Ads)
- Social (Facebook, Snapchat, Instagram)
- Shopping (Amazon, Google Shopping)
- Retargeting & Programmatic Media

Analytics

- Targeting Segmentation and Optimization
- Revenue and Goal Tracking and Optimization
- Phone Tracking
- Email Tracking

ENTERPRISE & COMPANY

Pervious Clients

MerckUnited States Army
Quintiles (IQVIA)Chanel
CIRCA JewelsDavid Yurman

WORK HISTORY

Owner, Digital Marketing Consultant - Specialty In Technology & Analytics, 01/2015 to Current

Pythonic Marketing, LLC – Woodland Park, New Jersey

- Strategize and execute new SEO and SEM strategies that lead to, on average an increase in traffic of 50%.
- Saved costs by negotiating contracts for multiple affiliate and media networks on behalf of clients
- Partnered with development teams to enhance website functionality and user experience
- Improved marketing messaging to increase brand awareness and generate leads through the internet.
- Developed backend-tracking URLs to measure campaign results and determine ROI.
- Increased revenue by 30% by researching and using technical strategies to improve the website, and implementing extensive organic Search Engine Optimization (SEO)

Sr. SEO Consultant, 01/2017 to 06/2018

RazorRank – Hastings-on-Hudson, NY

- Bring SEO operational ideas to light
- Guide and support entry level analysts
- Implement and execute world class SEO campaigns for clients like Gap & Maui Jim

Search Consultant, 09/2016 to 11/2016

MRM//McCann – New York, New York

- Expand market share with linguistics analysis and optimization recommendations.
- Strengthened branding initiatives by approving landing pages, monitoring and analyzing performance data, and identifying needed changes and improvements that maximize search visibility
- Recommend search optimizations based off of search, linguistics, and social data

Search Consultant, 12/2015 to 01/2016

Forward3D – New York, New York

- Successfully consult and guide client through technical website migration to mitigate any loss of internet visibility
- Crawl and analyse development websites and production websites to technically compare and ensure smooth transitions
- Accomplish client internet organic goals through search engine marketing

Lead Technical Search Analyst, 03/2015 to 12/2015

Direct Agents Marketing Agency – New York, New York

- Worked with Merck Pharmaceuticals, optimizing their glossary with technical SEO, <https://www.merckmanuals.com/home>
- Achieve rankings for “moving companies” “massages” “chinese tutor online” and many very broad keywords
- Enterprise level SEO management for Coach USA, MegaBus, Scholastic, and MerckPharmaceuticals
- Establish and expand e-commerce SEO campaigns
- Retained clients to build brand awareness and generate leads while managing internal and external online marketing campaigns and programs
- Streamlined operational efficiencies by implementing innovative marketing and sales strategies, including email-marketing campaigns

SEO& PPC Analyst, 01/2014 to 03/2015

Eyeon Response – Brooklyn, New York

- Analyze and help maintain Pay-per-click campaigns for clinical trial research company Quintiles, now IQVIA
- Pay-per-click research included keyword research and helping build campaigns under the in-house paid search analyst
- Built, implemented and updated effective SEO strategies for high fashion companies
- Manage day to day tasks for SEO campaigns

SEO Analyst & Web Developer, 01/2012 to 01/2014

Warm Thoughts Communications – Clifton, New Jersey

- Initially brought on to develop landing pages and websites for HVAC, Oil, and Energy companies
- Developed sites with HTML, CSS, JS, & PHP
- Moved to the SEO department when their in-house SEO person left
- Managed over 30 websites for SEO
- Revamped their SEO packages and pricing, initially charging a maximum of \$500 per month. Showed value in packages and average pricing became \$2,000 per month

EDUCATION

Associate of Applied Science: Business Administration Accounting

Bergen Community College - Paramus, New Jersey