

# Joseph Ritchwood

Los Angeles, CA | (805) 297-3218 | worldydigital@outlook.com | LinkedIn: linkedin.com/in/josephrich1990

## Professional Summary

Results-driven **Digital Marketing Consultant** with 5+ years of experience scaling online growth through SEO, PPC, and data-driven campaigns. Skilled in combining marketing analytics with leadership experience from the U.S. Marine Corps to deliver measurable business impact. Proven ability to increase revenue, conversion rates, and engagement by leveraging advanced marketing tools and performance optimization. Currently pursuing advanced certifications in **Business Analytics & IT** to further strengthen data and technology expertise.

## Core Skills

SEO & SEM • PPC & Paid Media Strategy • Google Analytics • HubSpot • Salesforce • Marketo/Pardot • Content Strategy • Email Marketing • Social Media Campaigns • A/B Testing • Adobe Creative Suite • Marketing Automation • Brand Management • Data Analysis • Team Leadership • Project Management

## Professional Experience

### Digital Marketing Consultant | D.A. Seahorse Financial & Tuxedo Locs | Jun 2020 – Apr 2023

- Increased website traffic +30%, revenue +3%, and online reviews +25% through integrated SEO, paid media, and content campaigns.
- Designed lead funnels and social strategies that delivered 20%+ conversion rates.

### Freelance Digital Marketing Consultant | World Digital Marketing | Jun 2018 – May 2020

- Developed targeted campaigns that drove a 30% average ROI increase for clients.
- Cut marketing costs by 20% while boosting leads by 40% through optimized PPC and automation.

### Publicity Chair | National Society of Leadership & Success | Jan 2021 – Jan 2023

- Grew event attendance by 50% and social engagement by 75% through branding and PR campaigns.
- Secured media coverage in major outlets, elevating organizational visibility.

### Field Supervisor | Secure Net Alliance | Feb 2022 – May 2022

- Trained and led security teams, improving performance by 30% and reducing incidents by 25%.
- Implemented compliance analytics, maintaining 90%+ regulatory success.

### Post Commander | The Gadite Group Inc. | Aug 2021 – Mar 2022

- Directed operations and compliance audits, raising team preparedness and audit scores.

### Development Instructor | One World Center (Brazil Project) | Jun 2019 – Sep 2021

- Raised \$6K+ through digital fundraising campaigns for sustainability initiatives.
- Expanded program participation by 25% through partnerships and marketing outreach.

### Vice President of Operations | Aegis Institute of Philosophy & Business | Jan 2019 – Sep 2021

- Streamlined workflows, boosting student engagement and operational efficiency.

### United States Marine Corps | Infantry Squad Leader (MOS 0351) | Oct 2009 – Aug 2013

- Commanded a 12-man squad in high-risk operations with 100% mission success.
- Managed \$1M+ in military assets with zero losses.

## Education

- Keller Graduate School of Management (DeVry University) | MBA, Marketing & Strategy (In Progress, Oct 2023 – May 2025)
- DeVry University | Master's Certification, Business Analytics & IT (Expected Nov 2025)
- DeVry University | B.S., Business Administration (Nov 2021 – Sep 2023), GPA: 3.5

## Certifications

Salesforce for Marketers • Six Sigma (Green, White, Black Belt) • Lean Six Sigma Tools • Marketing Communication Strategy • Social Media & Social Selling • Advanced Leadership Certificate • Skillssoft Digital Marketing & Service