

# Randal Herndon

(314) 435-6992 randal.herndon@gmail.com | randalherndon.com  
Phoenix, Arizona

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## DIGITAL MARKETING MANAGER

With a decade of Digital Marketing Manager experience, I've driven significant business growth through strategic use of tools like Moz and SEMrush for SEO, Google Ads and Facebook Ads for a 200% ROI, and Hootsuite and Buffer for social media engagement. Proficient in Google Analytics and HubSpot, I excel at extracting data-driven insights to consistently surpass marketing objectives.

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## KEY COMPETENCIES

SEO and SEM Expertise  
Social Media Management  
Content Marketing

Data Analytics  
Email Marketing  
Marketing Automation

Digital Advertising  
Proactive and self-motivated  
Exceptional organizational skills

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## PROFESSIONAL EXPERIENCE

### Arizona Science Center

#### Website Manager | Phoenix, AZ

Nov 2023 - Present

I own the strategy and management of AzScience.org, ensuring exceptional, engaging, and highly differentiated brand experiences. I collaborate with creative and technical teams to build strong relationships and deliver impactful web solutions. Staying up to date on the latest web technologies, I craft strategies for organic growth to efficiently convert traffic into qualified leads. I consistently monitor and analyze results to ensure our approaches meet established program KPIs and department goals.

### CRIB Network

#### Full Stack Web Developer | Phoenix, AZ

Jan 2022 - Present

Plan and execute profitable websites/applications and digital marketing strategies, including social media and paid advertising. These efforts have generated over \$15M in revenue between 2022-2023. I also manage digital marketing services for multi-million dollar companies, overseeing social media accounts, programmatic and paid advertising/search, and websites across various industries.

### Ayr Wellness Inc.

#### Digital Marketing Manager | Phoenix, AZ

Oct 2019 - Jan 2022

Drove local and national market presence for internally created brands and 3 retail locations, resulting in over \$3M in monthly gross revenue for the Arizona Market. My initiatives led to increased profit and a yearly spending decrease of at least \$120,000 on external services. I also fostered community relationships through marketing efforts alongside retail staff, earning recognition as Top Best Place to Work in 2021, New Times Best of Phoenix 2021, Glendale Best of 2021, and Chandler Best of 2021.

**Godaddy****Online Business Consultant / Email | Phoenix, AZ****July 2018 - Oct 2019**

Managed customer accounts through high-level consultation, providing expert technical advice on GoDaddy products and services. This contributed to a minimum of \$20k in monthly sales. Collaborating within a dedicated team, I was responsible for testing new sales flows and products before general release.

**Boys & Girls Club - Greater St. Louis****Digital Art Instructor | St. Louis, MO****Jan 2017 - May 2018**

Managed customer accounts through high-level consultation, providing expert technical advice on GoDaddy products and services. This contributed to a minimum of \$20k in monthly sales. Collaborating within a dedicated team, I was responsible for testing new sales flows and products before general release.

**Upland Second Street****Promotions Specialist / Customer Support | St. Louis, MO****Dec 2014 - Jun 2016**

Managed customer accounts through high-level consultation, providing expert technical advice on GoDaddy products and services. This contributed to a minimum of \$20k in monthly sales. Collaborating within a dedicated team, I was responsible for testing new sales flows and products before general release.

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**EDUCATION & CERTIFICATIONS****Bachelor of Arts**

Webster University, 2014

*Major:* Media Communications*Minor:* Audio Production**Certificate of Entrepreneurship & Small Business**

Webster University, 2011

**SOFTWARE SKILLS**

Google Ad Suite, Google Analytics, Facebook Ads Manager, MailChimp or HubSpot, Hootsuite or Buffer, SEO Tools (e.g., SEMrush, Moz), Content Management System (CMS) (e.g., WordPress), Adobe Creative Cloud (Photoshop, Illustrator), Ahrefs, Canva, Google Search Console, Buffer Analyze or Hootsuite Insights, Hotjar or Crazy Egg, Trello or Asana, Google Suite (Docs, Sheets, Slides), Google Optimize or Optimizely, Salesforce or HubSpot CRM, AdRoll for Retargeting Platforms, BuzzSumo, Zapier, HTML, CSS, Javascript, React, Stripe, Tessitura