

William J. Altherr

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Will@KeyDigitalConsulting.com

(540) 295-0853

SKILLS:

- Professional skills dealing with online advertising, client acquisition, digital analytics, SEM/SEO and other digital marketing initiatives.
- Experienced in digital platforms: Google Adwords, ESPs, Bing Ads, Facebook Business Manager, Google Analytics, Linkshare, Criteo, Photoshop and more.
- Advanced reporting for web analytics, benchmarking KPI's and return on ad spend.
- Familiar with HTML, CSS, JavaScript, jQuery and other web development tools.

EDUCATION:

University of Richmond Coding Bootcamp
Richmond, VA
Expected Graduation, Jan. 2020

MBA, Internet Marketing, Aug. 2015
Florida Institute of Technology, Melbourne, FL
GPA 4.0

B.S., Accounting, Jan. 2010
George Mason University, Fairfax, VA
GPA 3.2

B.S., Marketing, May 2005
Radford University, Radford, VA
GPA 3.18

EXPERIENCE:

Digital Marketing Manager – Guns.com, Richmond, VA Mar. 2018 – Present

- Manages digital channels such as SEO, Email, Display, Social & Affiliates.
- Creates display ads and emails in Photoshop.
- Reports on all traffic and creates reports for each digital marketing channel.
- Sets up metrics and KPI in order to benchmark daily, weekly and monthly reporting.
- Manages vendors and negotiating discounts with third-party advertisers.

Digital Marketing Specialist – Evergreen Enterprises, Richmond, VA Oct. 2016 – Feb. 2018

- Manages digital channels for MyEvergreen.com, CWDkids.com, Reuseit.com & VivaTerra.com.
- Creates campaigns in Adwords, Bing Ads, Yahoo!, Facebook, Instagram & More.
- Builds relationships between affiliate network publishers and Linkshare platform.
- Digital reporting on all channels through Magento, Google Analytics & digital platforms.
- Helps manage the MyEvergreen.com website in Magento version 1.9.1.1.

Digital Advertising Manager - Ledbury, Richmond, VA

Dec. 2014 – Sept. 2016

- Manages digital platforms for Ledbury.com & digital marketing initiatives.
- Reports weekly measurements of campaign success based of KPI's and creates benchmarks for campaigns.

Pay-Per-Click Manager - NetSearch Direct, Richmond, VA

Nov. 2012 – Dec. 2014

- Manages Local and National advertising campaigns in Google Adwords (Certified), Yahoo!, and Bing.
- Conducts campaign reviews in all aspects exceeding 2.4 million dollars/year in advertising spend.

HONORS AND ACTIVITIES:

- Digital Analytics Association - November 2012 – Present
- American Mentoring Partnership, Mentor, September 2016 – Present
- CEO & Founder of Key Digital Consulting, October 2016 – Present
 - <https://www.keydigitalconsulting.com/>