

William J. Altherr
2336 Horsley Dr. Henrico, VA 23233
Will@KeyDigitalConsulting.com
(540) 295-0853

SKILLS:

- Professional skills dealing with online advertising, client acquisition, digital analytics, PPC, SEO and other digital marketing initiatives.
- Experienced in digital platforms: Google Adwords, MailChimp, 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.

EDUCATION:

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

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.

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