

Traveling the Road to Success

This resume demonstrates the experiences and skills I use to approach my work. I hope it will inspire you to work with me!

BRADLEY YANDELL

Welcome to my Digital Resume - A little About Me

Top-performing Account Management and Internet Marketing professional with experience in SEO, SEM, direct marketing, email marketing/newsletters in multiple arenas. Experience in multiple verticals including, education, real estate, automotive, banking and retail.

Exceptional ability to manage client internet marketing campaigns from discovery to deployment. Strategic problem solving skills to increase deliver-ability and profitability of campaigns. Self-motivated, organized, independent thinker with high level oral and written communication skills.

Technical Skills - Things I like to do and software that I use

INTERNET MARKETING	+
SEO, SEM, PPC, Google Adwords, Link Building, Landing Pages, Keyword Research, Content Development, Email Marketing, Google Analytics	
SOFTWARE	
Salesforce, Constant Contact, GotoMeeting, MeetingBurner, Adobe Photoshop, Adobe Illustrator, MS Office, Adobe Acrobat, Dream weaver MX, Fireworks MX,	

Key Services

- Social Networking
- Internet Marketing
- Facebook
- Twitter
- LinkedIn
- SEM
- SEO

My Services - A few things that I do

- ☒ **SEO/LinkBuilding/Keywords**
I started my internet marketing passion in the real estate industry in 2000. I have been continually learning best practices for long term SEO success with keyword research, link building.
- ☒ **Account Management**
Having worked in multiple verticals in an account management role, I have developed the ability to listen to the needs of my clients and translate those needs into actionable results.
- ☒ **Email Marketing**
With over 600k emails sent, I have fine tuned the art of email marketing. I am always improving and learning the best practices to reach target audiences.

- ☒ **Ecommerce**
Familiarity with multiple ecommerce platforms with the ability to integrate into new or existing websites.
- ☒ **Social Media Marketing**
Be it posting on Facebook , sending out Tweets or developing Pinterest pins. I have experience using these tools as lead generation channels
- ☒ **Wordpress Themes**
Experience installing and configuring wordpress themes for clients. Including integration of SEO plug-ins, security plug-ins and customization

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Internet Marketing/Account Management - MSE Consulting LLC

2010 - PRESENT

COLORADO/NEW MEXICO

- ☒ Focus on top 25 School Districts in Colorado and New Mexico
- ☒ Developed and managed active email lead database
- ☒ Managed email content creation process and strategy
- ☒ Web analytics to determine user flow and possible new keywords and areas of interest
- ☒ Collaborated with team to deliver effective content and news articles

Implementing web-based technologies and strategies including SEO, website development, webinar series creation and development, monthly e-newsletter and online meetings. Developed a community of contacts utilizing Salesforce.com and Constant Contact with over 5000 contacts per month. Generated leads thru internet marketing, press releases, link building, direct mailouts, email newsletters and trade shows.

Account Management - CardConnect

2009 - 2011

COLORADO

- ☒ Helped merchants evaluate their monthly credit card processing fees
- ☒ Updated and troubleshooting of POS systems for merchants
- ☒ Followed up with inquiries regarding upgrades to terminals and wireless capabilities.
- ☒ Quarterly review of active accounts to keep fees competitive
- ☒ Focus on SasS solutions, ecommerce, virtual terminals and online bill pay

Implementing merchant services for multiple verticals. Emphasis on training, customer service, terminal updates and downloads and integration of e-commerce payments. Helped merchants reduce their monthly credit card processing fees on average by 15%. Implemented target market expansion from Durango to Colorado Springs and into Denver.

Internet Sales Manager - Michael Hohl Motors

2008 - 2009

NEVADA

- ☒ Responsible for internet lead generation and nurturing
- ☒ Developed relationships and negotiated contracts with 3rd party vendors
- ☒ Created content and programs to drive internet traffic to dealership website
- ☒ Implemented real-time web analytics to maximize search traffic
- ☒ Collaborated with management and sales staff to enhance search traffic experience

Responsible for creating internet marketing solutions for dealership with 4 separate locations to include GMC/Cadillac, RVs, Honda and Subaru vehicles. Maintained/updated website with SEO content, images and lead tracking analytics. Created relationships with third party vendors including, Cars.com, Diamondlot.com, Autotrader, Costco and Autobytel.com. Increased website traffic 200% while decreasing costs by 25%

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A Few Website Builds

- ☒ Five9Learning.com
- ☒ Dilejens.com
- ☒ MSEConsultingLLC.com
- ☒ DNA-21.org

An Email Newsletter

- ☒ Over 600k emails sent out in the last two years for MSEConsultingLLC
- ☒ Custom built using inline stylesheets and tables for maximized viewing
- ☒ Customer driven platform with quality news, webcasts, brain teasers and more
- ☒ Product specific ad space to capitalize on potential revenue
- ☒ Highly target active subscribers from Principals to Superintendents

Search Engine Optimization

Google page rank and keyword:

- ☒ 1. supersource math - page 1 google - mseconsultingllc.com
- ☒ 2. ged xcelerator - page 2 - mseconsultingllc.com
- ☒ 3. apple ipad learning lab - page 1 google - mseconsultingllc.com

With SEO being an ongoing long term process I have experience in on-page optimization techniques to include: title tag, description, h1, h2, keyword density, internal links, external links, content development, etc. A/B testing of landing page optimization for maximum lead conversion, web analytics, press release placement, digital advertisement and competitor site analysis.

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Volunteer Activities - Education

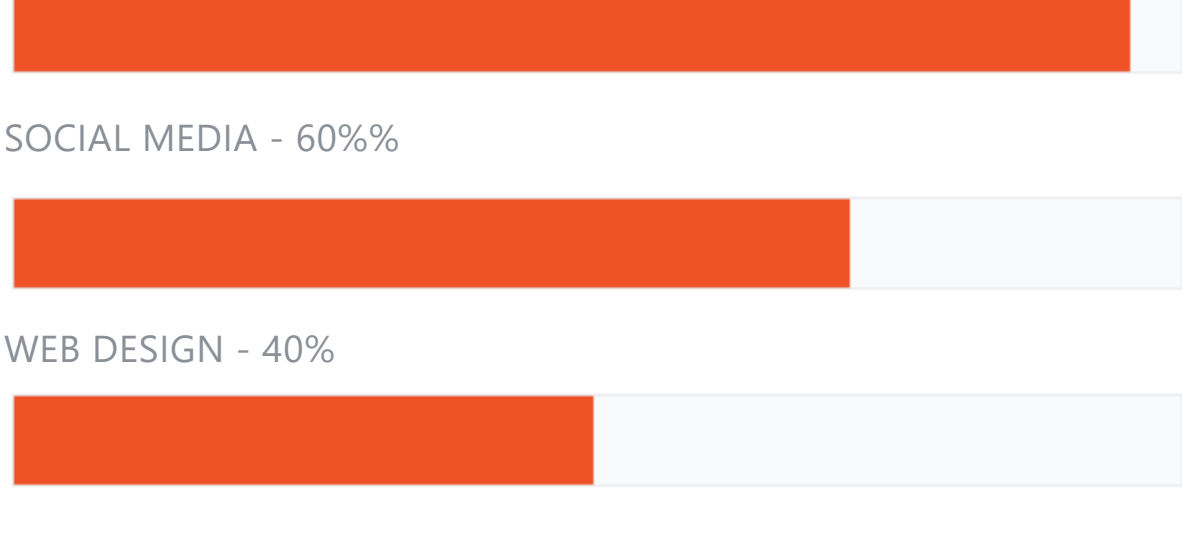
EDUCATION AND VOLUNTEER ACTIVITIES

+

- ☒ Texas State University - 7 hours to completion
- ☒ Adjunct Faculty Member - Lake Tahoe Community College 2004 - 2009
- ☒ Adaptive Sports Association - Durango Colorado - 3 years
- ☒ Marine Research and Education Foundation - Lake Tahoe - 3 years
- ☒ Academic Advocate Lead - ISACA.org Denver Chapter - 1 year

I am a few hours away from my degree in CIS which I should be finishing up next fall. I enjoy spending my free time volunteering with the ASA in Durango Colorado when I can. ASA is a fantastic organization helping physically and mentally challenged get out skiing in the winter and rafting/canoing/camping in the summer. I am currently working with ISACA.org developing relationships with college professors promoting ISACA benefits to students at their colleges.

Skills - What I have learned



Outside of Work - What I do

- ☒ **Outdoor Activities**
I enjoy playing golf, jogging with my dog, beach volleyball, disc golf and mountain biking, skiing and snowboarding.
- ☒ **Indoor Activities**
When I can't be outside, I enjoy reading, playing video games, board games with friends and cooking.