

▼ PROFILE



Results oriented Business Development, Digital Integrated Marketing, and Web Development professional with experience that spans multiple areas including but not limited to:

- Inbound Marketing
- Search Engine Optimization (SEO)
- Paid Advertising
- Social Media Marketing
- Video Marketing
- Web Development
- HTML 5
- CSS3
- Marketing Automation
- Email Marketing
- Leadership



▼ EDUCATION

A.A.S. Web Technologies

Wake Technical Community College
Raleigh, NC

PROFESSIONAL EXPERIENCE

SEO Manager

Thrive Internet Marketing, Arlington, TX (Remote) 2017- Current

- Set up and manage ongoing marketing plans for new clients
- Coach, Mentor, Train, and Manage a team of SEO Specialists to maximize their success
- Maintain a high level of client satisfaction across all clients handled by my team
- Ensure my team of SEO Specialists are adhering to SEO best practices, company policies and procedures, while staying on the cutting edge of new developments in the digital landscape
- Continue managing my own set of client accounts

SEO Specialist

Thrive Internet Marketing, Arlington, TX (Remote) 2016- 2017

- Set up and managed ongoing marketing plans for new clients
- Utilized internet experience to develop and manage all phases of organic search engine optimization and paid search campaigns for newly developed websites
- Keyword, industry, and competitor research using Moz, Raven Tools, SEMRush, and other popular online marketing tools
- Analyzed website traffic reports, linking structures, codes, and content to be able to make smart recommendations to increase website traffic, the number of quality leads, and conversion
- Improved and optimized pay-per-click campaigns to get the most out of each dollar and click
- Built quality back-links for clients' websites to improve their search engine ranking

Director of Marketing

TheeDesign, Raleigh, NC 2015- 2016

- Planned and implemented strategies that increased productivity and output
- Team management, motivation, performance, training, planning and career development
- Developed needed policy and procedures within the team while refining existing policy and procedures to maximize efficiency
- Worked closely with Sales team to identify new client and partnership opportunities
- Ensured client satisfaction across all projects
- Identified industry trends and proposed solutions to maintain cutting-edge Digital Marketing strategies and tactics
- Maximized interdepartmental effectiveness

SEO/SEM/Digital Marketing Campaign Analyst

Global Software, Inc., Raleigh, NC 2014- 2015

- Web site content optimization and conversion optimization
- Develop and implement comprehensive backlink campaigns to company/product sites to increase Search Engine Rank
- Drive Traffic to main website through Social Media Marketing
- Manage and optimize PPC campaigns
- Keyword research and optimization to increase website traffic and grow lead funnel
- Assist with handling of digital campaigns such as: email marketing, Webinars, and/or lead nurturing including post-campaign follow up, tracking, and analysis of ROI