

▼ PROFILE



Results oriented Digital Integrated Marketing, Web Development, and Leadership 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 Team Lead

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

- Coach, Mentor, Train, and Manage a team of 2+ SEO Managers as well as 8+ SEO Specialists
- Provide knowledge-based and technical training to continually develop my team members
- Resolve any client escalation issues in a positive manner that is best for the client as well as Thrive
- Monitor results across my entire team and make necessary suggestions for maximizing results as well as maximizing client relationships.
- Complete internal projects and analyses to increase Thrive's efficiency and profit margins
- Manage my own small portfolio of high-value client projects

SEO Manager

Thrive Internet Marketing, Arlington, TX (Remote) 2017- 2018

- Coached, Mentored, Trained, and Managed a team of SEO Specialists to maximize their success
- Maintained a high level of client satisfaction across all clients handled by my team
- Ensured my team of SEO Specialists were adhering to SEO best practices, company policies and procedures
- Continued 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
- Managed all phases of organic search engine optimization and paid search campaigns for newly developed websites
- Keyword, industry, and competitor research using online tools
- Analyzed website traffic reports, linking structures, codes
- 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

- 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
- Ensured client satisfaction across all projects
- Identified industry trends and proposed solutions to maintain cutting-edge Digital Marketing strategies and tactics

SEO/SEM/Digital Marketing Campaign Analyst

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

- Web site content optimization and conversion optimization
- Developed and implemented comprehensive backlink campaigns to company/product sites to increase Search Engine Rank
- Assisted with handling of digital campaigns such as: email marketing, Webinars, and/or lead nurturing including post-campaign follow up, tracking, and analysis of ROI
- Managed and optimized PPC campaigns
- Keyword research and optimization to increase website traffic and grow lead funnel