

Growth-Driving Head of Marketing

SEO • Paid Search • Content • Email • PR • Analytics

From the moment I began my career freelancing, I've been a zealous connector of people to products and services through marketing, advertising and copywriting. Now, as a marketing leader, I've rapidly scaled customers, boosted profits and built loyal followings for my employers, as well as earned them press from sites like Forbes, Entrepreneur and Inc.com.

Skills and Expertise

User Acquisition
User Retention
User Loyalty
Product Marketing
SQL and Microsoft Excel

Experience

Freelance Marketer. Simplicity Marketing, LLC. Nov 2008 – Present.

This business started as a side hustle and grew into more. To date, I've successfully launched the products and services of multiple solopreneur sites in ecommerce, real estate, fitness and food industries. My work has generated 10,000+ customers and resulted in 5-figure paydays for clients.

SEO Manager. Vistaprint. Jan 2015 – Dec 2015.

After successfully running organic search for two Vistaprint brands, Webs and Pagemodo, I was tasked with leading and improving organic search for Vistaprint's digital marketing products. My work led to being picked up by Washington Business Journal, CIO.com and Washington Post.

Search Marketing Specialist. Webs, a Vistaprint Company. Jun 2012 – Dec 2014.

Webs was acquired in 2011 as the digital arm of Vistaprint. I was brought on to help expand the online reach of Webs and Pagemodo, through paid search and SEO. As a result, Webs sessions from organic search increased 347% while Pagemodo's signups from organic improved 791%.

Online Marketing Specialist (Consultant). VeriSign. Aug 2011 – Dec 2011.

VeriSign hired me to lead SEO and SEM for their Cyber Security product suite. Creating long-tail campaigns and A/B testing landing pages both improved quality scores and increased lead conversions 42%. Split testing titles, descriptions and on-page keywords increased sessions 29%.

SEO and Online Marketing (Consultant). The World Bank. Jul 2011.

The World Bank selected me to transition their PPPIRC from a TLD to a subdomain. I provided best practices for handling redirects, duplicate content, sitemaps, external links, indexation, etc. As a result, developers migrated pages with minor losses in authority and without major SEO issues.

Digital Marketing Strategist. GenAge Marketing. Sept 2010 – June 2011.

GenAge wanted young talent to manage its digital services, including SEO, SEM, social media, email marketing and business development. In my time there, I increased the agency's profit margin 55% by closing two major accounts and profitably managing marketing for 5+ clients.

IT Analyst. Morgan Stanley, Cardinal Health and J.P. Morgan Chase. Apr 2003 – Jun 2009.

Education

Medical Assisting Technology. Columbus State. 2002 to 2003.