

RECENT EMPLOYMENT

VIRTUAL STACKS SYSTEMS

SEO Manager - Sep 2017 - June 2019

- Created all Digital Marketing workflows & processes
 - Wrote SEO task list, from on-boarding, to off-page SEO
 - Wrote Social Media posting guidelines & evergreen content
- Trained employees & interns - taught SEO, PPC, web design, etc.
- Created content calendars for social media / blog writers
- Managed dozens of PPC accounts, from \$500 - \$15k monthly
- Performed web design edits & website maintenance
- Designed and published landing pages & new content
- Designed monthly reports & discussed results with clients

NEWSOME MELTON

SEO / SEM Manager - Sep 2016 - March 2017

- Created new landing pages & skyscraper pieces
- Created & managed Google PPC Ads, generated new case leads
- Managed dozens of social accounts for all 4 of our websites
- Assigned content to writers, edited & published their work
- Created a marketing plan for 2018

SWIMSUITS JUST FOR US

Digital Marketing Manager - May 2016 - Sep 2016

- Created blogs, contests, added 500+ emails to the list
- Acquired influential guest bloggers & backlinks
- Managed & created PPC ads in Google, Facebook, Twitter
- Managed social pages, wrote content, performed outreach

INCITO LABS

Digital Marketing Manager, Founder - July 2014 - May 2016

- Handled everything being a founder; from CRM to CMS, web design, support, graphic design, social media, project management, everything that had to get done I did it!
- Designed & managed dozens of desktop & mobile websites
- Used SMS & Social Wifi to gather numbers & build lists
- Created PPC campaigns for Incito Labs and our clients

CHATTER BUZZ MEDIA

Digital Marketing Specialist - Jan 2013 - July 2014

- Handled SEO; keywords, competitor analysis, reporting, etc.
- Managed PPC ads in Adwords, managed social PPC ads
- Managed social media, wrote posts & performed outreach
- Managed interns, taught SEO, assigned content, edited for SEO
- Created videos and blog content for our company blog

EDUCATION

Full Sail University | 2009 - 2012

- Internet Marketing MS
- Entertainment Business MS
- Music Business BS
- Recording Arts AS

CERTIFICATIONS

- Google Analytics
- Google Ads

VOLUNTEERING

FSEDM: Full Sail's Electronic Dance Music Organization

Founder, Educator | 2009 - 2019

- Created community, infrastructure, branding, website, "officer" roles
- Guide new Presidents and officers in their roles and convey FSEDM's core philosophies and values

INTERNSHIP

WTKS 104.1 Orlando, SBK Live

Social Media, Audio | 2011 - 2013

- Managed Real Radio 104.1 & SBK Live's social pages during live shows
- Co-Manager of Orlando Weekly's inaugural "Best Twitterer" award
- Launched email newsletter campaigns
- Edited & podcasted daily show audio
- Booked guests & handled appearances
- Acquired internships for FSEDM member

RECENT WEB DESIGN SAMPLES

- EdChapkowski.com
- JMORealEstateGroup.com
- FlipsAndFlows.com
- NetflixCenter.com
- PFTMedia.com