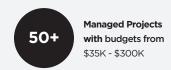
Brief Summary

Metric-focused Digital Project Manager + Marketing Strategist, specializing in calculated campaign execution and goal-driven business objectives. Proven ability to manage large-scale web + print projects, as well as launch and refine diverse SEM initiatives with results including:







Digital Marketing Manager

Infinix Media • Fort Lauderdale, FL • InfinixMedia.com

2015 - Present

Recruited by a startup lead-generation company to research + implement a scalable digital marketing division focused on producing quality healthcare leads for buyers. Challenges included entering a competitive space and acquiring lead volume at an incredibly-difficult CPA. Built quality-centric, PPC campaigns that championed the path to stability and exponential growth within the first year of company operations, resulting in over 40.59% expected company profits. Additional responsibilities included Project Mgmt + Creative Direction for in-house branding, websites, and trade show collateral. Responsible for \$200k/month PPC Adspend with lifetime ROAS of \$1.2M.

Web Director + Marketing Manager

FSD • Coral Springs, FL • FramelessShowerDoors.com

2013 - 2014

Brought on to Develop a broad range of marketing initiatives following the launch of FSD's large-scale, custom e-commerce website. Accountable for web analytics, PPC lead generation, social media marketing, multivariate testing, email marketing + list building, SEO strategy, and Magento web management for products + content pages. Responsible for \$750k/year marketing budget with lifetime online sales increasing by over 1100% from previous comparable time period.

Lead Project Manager

OGK Creative • Delray Beach, FL • ogk.agency

2011 - 2013

Drove all aspects of creative + web development projects for high-end clients with budgets ranging from \$35,000 to over \$300,000. Accountable for managing daily production, ongoing projects, and all new product launches with an in-house team of 11 employees and outside vendors. Gathered + analyzed project requirements to develop technical specifications, defined user experience, and prepared in-depth documentation to deliver complex projects within strict budget and time constraints.

Creative State 2014 - Present

My cause-based startup which shares and promotes art + fashion by the South Florida community in an effort to raise money for Art Education and Creative Learning. To date Creative State has donated a few thousand dollars and various musical instruments to a handful of South Florida causes, through e-commerce sales + event vending.

Consulting + Mktg + Branding + Design

2014 - Present

Freelance services specializing in Consulting + Digital Strategy + Creative. From pro-bono work for non-profits to digital consulting for multimillion dollar investment companies, I've worked on wide range of rewarding projects. **Highlights include securing a 1 year arbitrage contract** with an International Media company for 1000s of free, affiliate marketing leads positioned on sites such as WebMD.com and MayoClinic.org

Florida Atlantic University

Bachelors May 2010 - Multimedia Journalism

Florida Atlantic University

Continuing Education 2012 - Intro to Project Management

Skills + Platforms

Digital Marketing Strategy, Client Relations + Mgmt, Web + Print Project Mgmt, Google Analytics, Google Adwords, CMS + Web Applications, Mobile Planning, UI/UX Strategy + Testing, Print Making, Email Marketing + List Building, Wordpress, Magento, Google Webmaster Tools, Mailchimp, Basecamp, Bing Ads, Adobe Creative Cloud, Microsoft Office 355 Suite, Mac and PC Platforms, Facebook Advertising, SEMrush, Tech Spec Planning

CATION

Digital Marketing Manager

Infinix Media • Fort Lauderdale, FL • InfinixMedia.com

2015 - Present

Selected Results

- Generated 111,317 Data leads within first 10 months of campaigns at a 35.2% Conversion Rate and a \$8.02 CPA for Infinix - total profit from data exceeding \$781k
- Implemented Click-to-Call campaign that required \$0 in additional Ad Spend, creating over 26k calls at a price of \$20/call - total profit from calls exceeding \$520k
- Directly responsible for company growth of 5 to 21 employees + customer acquisition of 6 to 16 lead buyers with revenue + quality credited to Digital Marketing Dept

Strategies

- Worked closely with company heads and sales division to define project specifications, client requirements, and strategy to ensure technical feasibility - resulting in over 40.59% expected company profits
- Managed external and internal SEM resources to research + develop keywords, create + test ad copy, manage bids of PPC campaigns, as well as analyze SEO + PPC campaign data. Optimizations were made accordingly utilizing tracking and analytics platforms to deliver maximum return
- Daily Evaluation of data insights from a real-time perspective, pulling analytic reports and creating strategies to enhance audience development and interaction
- Personally wrote copy, produced + edited creative, and leveraged agency connections, saving thousands of dollars per year in production costs while still creating high-quality and conversion-driven website experiences

Web Director + Marketing Manager

FSD • Coral Springs, FL • FramelessShowerDoors.com

2013 - 2014

Selected Results

- Generated 20,619 Organic Leads with a 35.41% Conversion Rate for Implemented 'SEO to Landing Page Strategy'
- Launched email marketing + list building initiatives to create 40k+ targeted email list for segmentation and strategic marketing promotion
- Improved Organic + SEM traffic by over 120% while lowering bounce rates and producing over 560 sales lifetime from digital campaigns

Strategies

- Created scalable digital SEM + SEO campaigns that aggressively increased site traffic and customer base
- Managed, measured, and reported all performance marketing campaigns to evaluate all business goal objectives and brand awareness initiatives
- Crafted social media approach to be published across multiple channels, with strong understanding of conversion-effectiveness between each platform
- · Built trust, managed, and maintained strong relationships with vendors, publishers, and partner agencies

Lead Project Manager

OGK Creative • Delray Beach, FL • ogk.agency

2011 - 2013

Responsibilities Overview

- Led **delivery of over 40+ complex web, print, and branding projects**, while playing a key role in client acquisition + retention by providing continual project transparency and strategy recommendations
- Salvaged troubled project worth \$75k, by assuming accountability + aggressively stepping in shortly after hire. Met with clients, identified issues + bottlenecks, put together new project plan, and delivered on time and within budget. Offered in-house position as Web Director + Marketing Manager as a result
- Assisted in the definition of project technical specifications and client requirements, while coordinating with all relevant creative departments to ensure development feasibility and resource availability