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## Summary

- BS in Computer Science (Colorado State University)
- 8+ years experience in digital marketing, search marketing, SEO, & web development
- Superior communication & writing skills
- Excellent attention to detail, while maintaining speed and quality of work
- AdWords Qualified Professional

## Skills

Digital Marketing Strategy, eCommerce Marketing, Content Strategy, Email Marketing, SEM/Paid Search, Display Advertising, Social Media Advertising, SEO/Technical SEO, Keyword Research, Web Metrics/Analytics, Conversion Tracking, Google Analytics

Information Architecture, Functionality Discovery, User Interfaces, Usability Design, A/B Testing, Usability Testing

PHP, MySQL, Javascript/jQuery, WordPress, WooCommerce, Requirements Gathering, Process Improvement, Project Management

## Career History

### **Digital Marketing Nerd at NerdyMind Marketing**

*When:* March 2012 - Present

*Website:* nerdymind.com

As NerdyMind's Search & Digital Marketing Nerd I am tasked with creating & implementing a wide range of digital marketing campaigns for a variety of clients. I bring creativity and data analysis to my work in order to build effective and engaging marketing campaigns. I also collaborate with my team members on web development, UX & design, & more. I am an AdWords Qualified Professional & well versed in creating, optimizing, and evolving paid search campaigns for a full range of businesses.

I am responsible for continued development of digital marketing processes at NerdyMind, as well as training of fellow marketing team members.

### **Web Developer & SEM Specialist at CCSEO**

*When:* September 2007 - February 2012

*Website:* ccseo.com

As CCSEO's sole Web Developer I was tasked with requirements gathering on upcoming projects, and building & maintaining modern websites for clients. My responsibilities included project management and frequent communication with clients, designers, & other team members.

I was also a regular contributor to a variety of SEO campaign efforts including SEO audits, search-friendly copy & code revisions, keyword research, on-page optimization, business profile development, & PPC campaign set up & management.