

DIGITAL MARKETING MANAGER

For assistance on setting up an interview contact jmartindale@planet4it.com today!

PROFILE

Digital Marketing Manager with expertise in:

Digital Strategy & Analysis

- Strategy based on data
- Google Analytics – strategy, analysis, code & Google Tag Manager

SEO

- Technical SEO Audits & Optimization
- Penalty Identification and Strategy

Conversion Optimization (CRO)

- User Testing, Heatmapping & User Intent Analysis
- E-Commerce Sales Optimization

Technology

- Former E-Commerce web developer

EDUCATION

1999

Awards:

The University of Western Ontario, London, ON - Bachelor of Arts, English and Sociology

Ontario Scholar Award - University of Western Ontario Scholar Award

PROFESSIONAL EXPERIENCE

2009

to Present

Leading Search as a Service Provider

Toronto, ON

Manager, Web Performance Group (January 2011 to Present)

Responsibilities have included:

- DIGITAL STRATEGY & ANALYSIS - Deep dive analysis using Google Analytics to determine the best strategic direction to reach business goals
- ON-SITE-SEO & AUDITS - Perform deep dive SEO site audits to identify issues in the website platform, Information Architecture and coding which are reducing search engine performance
- CONVERSION OPTIMIZATION - Increase conversion rates and leads for clients by improving business websites through Usability Testing, A/B testing, and content changes
- WEB DEVELOPMENT – Managed the web development & web maintenance teams, create the web development products and process and grow web development services at SEP

Examples of Success:

- Increased one clients overall website conversion rate from 9.1% to 22.52% within one month
- In diagnosing one clients traffic drop, identified the trends and framework for identifying and fixing Google's Panda penalty. The clients' organic traffic recovered 170% YOY