

A meticulous professional with over 10 years of experience at fortune 5,000 companies.
Demonstrated ability to formulate and implement successful marketing strategies,
From sculpting brand voice to boosting conversions, I deliver results.
Let's set up a time to speak and I'll tell you all about it.

Core Competencies

- Backlink Building & Management
- Sales Funnel & Conversion Rate Optimization
- Local & International SEO
- Google Analytics / Google Tag Manager
- PPC Campaign Management
- Multi-Touch Attribution (MTA) Analysis
- Social Media Management
- Keyword Research & Topic Clustering
- Local SEO & Google Business Optimization
- Email & Outreach Campaign Strategy
- Marketing Analytics And Data Interpretation
- Customer & Brand Voice Sculpting
- Customer Conversion Modeling
- AI & Predictive Analytics

Professional Achievements

- 31 industry certifications completed and counting.
- Improved email open rate from 19% to 23% by changing the interval and time to align with customers.
- Reduced email unsubscribe rate from 0.42% to 0.34% by re-segmenting existing customer mailing lists.
- Grew landing page conversions from 2.6% to 3.7% by simplifying the sales funnel.
- Grew qualified leads by 6% per month by improving customer personas and paid search.
- Reduced support tickets by 18% by creating FAQ pages tailored to each target audience sector.
- Reduced customer acquisition cost by \$2,100 through a customer referral campaign.
- Ranked 150+ keywords on Google's front page, including 24 commercial terms.
- Grew website traffic from 68K to 96K monthly visitors with a content and tagging strategy.
- Improved company domain rating from 28 to 58 by earning quality backlinks from 600+ sites.
- Improved customer retention by 24% using lifecycle marketing and targeted win-back campaigns.
- Closed \$600,000 in revenue from requests for proposal submissions generated by paid search campaigns.

Past Clients

United States Department of Defense



Qatar Foundation



James Beard Foundation



American Concrete Institute



IEEE



Texas A&M University



Association of National Advertisers



ASHA



Emory University



Public Relations Society of America



Mercy Care