

Christopher Hicks

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Objective:

Google certified professional pursuing a challenging position that allows me to effectively contribute my skills as an SEO, SEM, and Social Media marketing professional. A dynamic marketing professional with a 15+ year track record developing digital and content marketing strategies that drive customer engagement, lead generation and revenue growth.

Skills:

- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- Video Marketing
- Link Building Strategy
- AdWords & PPC Search
- User Experience Design
- Brand Development
- Web Analytics & Reporting

Industry Tools:

I have utilized a wide range of development tools to help grow the online presence of both basic and complex websites.

- Google Analytics
- Google Webmaster Tools
- Google Apps for Work
- Bing Webmaster Tools
- Raven Tools
- SEMRush
- Call Rail
- Adobe Creative Suite
- BaseCamp
- BitBucket
- Tower2
- Bootstrap

- Wordpress CMS
- Drupal CMS
- Magento CMS
- Joomla CMS
- WooCommerce
- Salesforce

Coding Skills:

I have practical experience coding and scripting with the following languages

- HTML5
- CSS3
- Less
- JavaScript
- PHP
- AS3

Work Experience:

April 2015 – Present

SEO Consulting Experts, Largo, FL

President / Digital Marketing Consultant

A Digital Marketing strategist with 15+ years of search engine marketing experience working across a wide variety of industries with a search, analytics and social media marketing background.

ESSENTIAL FUNCTIONS:

- Coordinated digital, social media, brand reputation, and direct marketing campaigns.
- Work with clients daily and served as key contact with all other key influencers.
- Develop and implement effective SEO strategies for various in-house portals.
- Use white-hat on-page and off-page SEO techniques to produce high rankings.
- Recruiting, training and managing a team of in-house and remote SEO professionals.
- Collaborate with agencies and other vendor partners.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Conduct competitive market research to identify opportunities to increase online visibility.
- Suggest content creation and optimization strategies for landing pages, blogs, & images.
- Build systems and protocols internally that ensure content is optimized on all platforms.
- Develop and implement Social Media strategies to reach and engage customers.

- Plan and implement internal and external linking building strategies for clients.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Plan, design, and analyzes effectiveness of landing pages used in SEM campaigns.
- Plan, execute, and measure experiments and conversion tests.
- Performs quality assurance prior to launching campaigns to ensure accuracy.
- Makes campaign, ad copy and keyword optimization changes based on analyzing key performance indicator such as CPC, CTR, CPL, and CTC.
- Monitor, track, and report on paid search metrics, including trend analysis.
- Provides monthly/weekly updates to clients regarding performance of SEM campaigns.
- Recommends website design and layout suggestions for improved user experience and lead conversion.

March 2014 – April 2015
MKJ Marketing, Largo, FL
Director of Search Marketing

Responsible for coordinating and implementing all SEO, SEM & SMO strategies for clients. Interacts with clients while working closely with the company team to ensure that campaign goals are achieved. Responsible for researching, identifying and implementing emerging SEM trends and tactics with agency clients and partners. Responsible for the oversight of several advanced search engine marketing campaigns while creating growth in overall SEM metrics.

ESSENTIAL FUNCTIONS:

- Oversees the strategy and performance of all agency SEM campaigns.
- Provides internal reports on department campaign performance.
- Works with the Art Director to implement new strategies, and improve current processes.
- Acts as a go-to SEM resource for agency sales, staff and clients.
- Builds and launches Agency SEM campaigns utilizing numerous SEO tools.
- Creates new paid search campaigns utilizing various internal Web-based systems.
- Designs, builds and analyzes effectiveness of landing pages used in SEM campaigns.
- Performs quality assurance prior to launching campaigns to ensure accuracy.
- Makes campaign, ad copy and keyword optimization changes based on analyzing key performance indicator such as CPC, CTR, CPL, and CTC.

- Provides monthly/weekly updates to agency clients and partners regarding performance of SEM campaigns and communicates regularly to discuss metrics and trends.
- Performs campaign budget stewardship to ensure campaigns are managed efficiently and target CPLs are achieved.
- Performs in depth keyword research and strategic analysis.
- Performs competitive keyword and strategic analysis.
- Recommends website design content and layout suggestions for better user experience and lead conversion.
- Implements lead tracking systems.
- Monitors and implements new and emerging trends in SEM.
- Recommends changes in methods to increase traffic to websites.

June 2013 - February 2014
Consulting, Largo, FL
SEO Consultant / PPC Management

Primarily responsible for implementation of multi-channel marketing strategies. A strong creative background and interactive technology, with the initiative to meet project goals in a timely manner. Demonstrates great capability in the management of multiple brand/product lines and associated multi-channel marketing materials including, but not limited to, eCommerce and lead generation websites, segmented micro sites, multi-channel media campaigns, SEO traffic driving components, news feed systems, email campaigns, video libraries, etc.

A strong understanding of branding, as well as capability to manage various associated marketing assets.

Familiarity with analytic driven environments and associated reporting tools (i.e. Google Analytics). Experience with CMS Systems, analytic reports, variable testing, and segmentation to optimize and measure creative performance is beneficial.

Thorough understanding of website architecture and execution processes with excellent communication and documentation skills. Over the past decade I have acquired strong interactive development skills with in depth knowledge of HTML, CSS, Javascript and JQuery. Advanced understanding of Adobe Creative Suite (Photoshop, Illustrator, & Dreamweaver) and Microsoft Office Tools.

- Planning and building powerful link building strategies to increase visibility in search engines and client's link popularity

- Devised and implemented successful SEO strategies for a wide range of web marketing niches
- Auditing title tags and meta data on a regular basis for search engine optimization compliance
- Analyze site code and provide recommendations based on SEO best practices
- Act as a client point-of-contact for all day-to-day project updates throughout the project cycle
- Conducted keyword research and selecting product-specific keywords for Organic SEO and PPC campaigns
- Monitoring campaign results, analyze key metrics, and optimize click-through and conversion rates
- Managed by proactively addressing potential client issues to minimize customer services issues

January 2012 - May 2013

St. Petersburg College, Largo, FL

Instructional Technology / Website Development / Management

Handle the planning, development, management, and marketing for two continuing education websites. Create, manage, and deliver continuing education course and testings materials utilizing web based applications and interactive media software. Planned, developed, and managed search engine marketing strategies that resulted in a large increase in organic search engine traffic to multiple assets.

- Update and develop multiple Continuing Education websites and LMS courses
- Planned, developed, and maintained a successful internal linking strategy
- Page layout, photo retouching, and professional quality typography
- Responsible and accountable for anticipating and raising awareness of all project risks and issues during the project cycle
- Act as a client point of contact for all day-to-day project updates throughout the project
- Audio and video editing, encoding, and delivery in multiple formats

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March 2003 - November 2010

K & C MEDIA INC, Largo, FL

Director / President / Web Developer

Online Media Company focusing on sales utilizing organic and paid search engine traffic gained through successful online marketing campaigns. Creating websites that generate leads, sales, and users. Developed and managed multiple content websites that attracted 300,000+ visitors per month, while generating an average of \$15,000+ USD per month in subscriptions and ad revenue.

- Developed a wide range of multiple profitable organic SEO campaigns
- Planned, implemented, and managed search engine Pay-Per-Click campaigns
- Developed and managed an affiliate program that utilized more than 10,000 revenue sharing affiliates
- Developed and managed numerous tracking and reporting systems for a wide range of projects

March 1996 - June 2001
US Army, Ft. Stewart, GA
Administration Specialist

Performs typing and clerical duties shown at preceding level of skill and provides technical guidance on administrative matters to typists and clerical personnel. Proofreads correspondence for format, content, and use of authorized abbreviations. Answers inquiries from staff and advises personnel on administrative and clerical matters. Sets-up and maintain logs, rosters, status boards, charts, graphs, and view graphs. Composes routine correspondence.

- Outstanding customer service, organizational data entry skills
- Responsible for managing and supervising the daily activities of administrative staff
- Recruit new staff and evaluate the performance of the administrative and clerical staff
- Successfully completed Primary Leadership Development Course
- Responsible for soldier placement and establishing administration systems for new unit

Education
St. Petersburg College

- Associates in Science, 2013 (Digital Arts, Media & Interactive Web) w/Honors
- Completing Associates in Science, 2015 (Programming and System Analysis) w/Honors

Web Awards:

- 2013 SEmmy Award - Best Website Design
- 2013 SEmmy Award - Best Video Game Creation
- 2012 SEmmy Award - Most Interactive Media Creation
- 2012 SEmmy Award - Best Video Game Creation

Military Awards:

- Humanitarian Service Medal
- Army Conduct Medal
- Army NCO Professional Development Ribbon
- Army Achievement Medal
- National Defense Service Ribbon
- Armed Forces Expeditionary Medal