

# AARON GREENE

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[mistergreene.com](http://mistergreene.com)



## ABOUT

Full stack multitasking skill set includes a wide array of environments, including over fifteen years of marketing, web design, web development, content design, PPC, SEO, and advertising.

## SKILLS

- Marketing Strategy
- Social Media Marketing:
  - Facebook
  - Twitter
  - Instagram
  - LinkedIn
  - Hootsuite
- KPI Analysis
- Case Studies
- SEO / SEM
- Google:
  - Analytics
  - AdWords
  - Search Console
- Survey Design
- Survey Research
- Email Marketing:
  - Mailchimp
  - Constant Contact
  - SendinBlue
- Adobe:
  - Photoshop
  - Lightroom
  - Illustrator
  - InDesign
  - Premiere
  - After Effects
  - Audition
  - Spark
- Photography
- Video Editing
- Motion Graphics
- Web Design
- Graphic Design
- Presentation Development
- Client / Group Presentation
- PowerPoint
- Project Management
- Team Management

## EDUCATION

**2014 BA, Organizational Dynamics - Psychology**  
**Northeastern State University**  
Graduated Cum Laude  
3.6 cumulative GPA, 3.9 major GPA.

## EXPERIENCE

### 17 - Ameristar Perimeter Security / Assa Abloy *Digital Marketing Specialist*

- Strategic development of marketing and advertising campaigns
- Ongoing development of social media campaigns across multiple channels
- Copywriting for blog content creation
- Email campaigns, including B2B and B2C focus
- Web design and web development
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- KPI and ROI conversion measurements of paid and organic views of website and social posts
- Graphic design for vertical product lines
- Videography, editing, and content management via YouTube

### 13 - 17 American Document Shredding *Director of Digital Marketing*

- Development and design of website
- SEO / SEM
- Daily posting and trend analysis of all social media activity
- Implementation of extensive email marketing campaign
- Backend data gathered via online client feedback surveys
- KPI measurements maintained via integration of client database into CRM software platform to track inbound data

### 12 - 13 DDI Inc. *Client Experience Manager*

- Built long term relationships and maintained point of contact with clients
- Maintained retention and produced growth within existing client accounts
- Dealt directly with clients by telephone, electronically and face to face.

Additional work history available upon request