

AARON GREENE

Digital Marketing and Advertising



SUMMARY

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

EXPERIENCE

2017 – 2018

Digital Marketing Specialist

Ameristar Perimeter Security / Assa Abloy

- 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
- Web design and web development
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- KPI and ROI conversion measurements of paid/organic website and social post views
- Graphic design for vertical product lines
- Videography, video editing, and content management via YouTube

2013 – 2017

Director of Digital Marketing

American Document Shredding

- 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

2012 - 2013

Client Experience Manager

DDI Inc.

- 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.

EDUCATION

BA, Organizational Dynamics - Psychology

Northeastern State University