

AARON GREENE

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

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

EDUCATION

BA, Psychology - Organizational Dynamics
Northeastern State University

EXPERIENCE

2018 - Present

Freelance / Contract

- FlyingTee
- Oklahoma Joe's Barbecue
- Plank and Mill
- Two Guys Bowtie
- South Tulsa Grooming Co.

2017 - 2018

Digital Marketing Specialist

Ameristar Perimeter Security / Assa Abloy

- Marketing and advertising campaign strategy
- Ongoing multiple channel social media campaigns
- Copywriting for blog content creation
- Email campaigns, including B2B and B2C
- Web design and development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- KPI and ROI conversion measurements
- 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
- Posting and trend analysis of all social media activity
- Implementation of extensive email marketing campaign
- Client data gathered via online feedback surveys
- KPI measurements maintained via integration into CRM database

mistergreene.com

agreene.tulsa@gmail.com

918.409.5863