

AARON GREENE

MARKETING AND ADVERTISING

SUMMARY

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

SKILLS

- Marketing Strategy
- Group Presentation
- Project Management
- Team Management
- KPI Analysis
- Survey Development
- PPC Advertising
- Google:
 - Analytics
 - Google Ads
 - Google My Business
 - Search Console
- ROI Metrics
- Email Marketing
- Copywriting
- CMS Management
- Web Design
- SEO / SEM
- Adobe:
 - Photoshop
 - Lightroom
 - Illustrator
 - InDesign
 - Premiere
 - After Effects
 - Audition
 - Spark
- Social Media Marketing
 - Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - Hootsuite
- Photography
- Graphic Design
- Video Production
- Motion Graphics

CURRENT ROLE

5/2019 - Present

Digital Marketing Manager

FlyingTee

- Marketing and advertising strategy
- Web design
- CMS management
- Photography / Videography
- Commercial video production
- Social media marketing
- Graphic design
- Email marketing

PAST EXPERIENCE

7/2018 - 5/2019

Marketing Consultant

Freelance / Contract

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

7/2017 - 7/2018

Digital Marketing Specialist

Ameristar Perimeter Security / Assa Abloy

- Marketing & advertising campaign strategy
- Multi-platform social media campaigns
- Copywriting for blog content creation
- Email marketing campaigns - B2B & B2C
- Web design & development
- KPI trend analysis
- ROI conversion measurements
- Graphic design for vertical product lines
- Commercial video production

3/2013 - 7/2017

Director of Digital Marketing

American Document Shredding

- Web design and development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Multi-platform social media campaigns
- Logo & content design
- Email marketing campaigns - B2B & B2C
- KPI trend analysis
- ROI conversion measurements
- CRM database management

EDUCATION

BA, Psychology - Organizational Dynamics

Northeastern State University

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