

# AARON GREENE

## MARKETING AND ADVERTISING

### SUMMARY

Creative and knowledgeable Digital Marketing Manager with extensive experience in developing data-driven marketing campaigns and strategies. Proven success in managing marketing teams, and monitoring performance of multi-pronged campaigns.

### SKILLS

- Team Management
- Project Management
- Vendor Direction
- Budget Oversight
- Marketing Strategy
- Brand Development
- Google:
  - Analytics
  - Google Ads
  - Google My Business
  - Search Console
- KPI Analysis
- ROI Metrics
- Email Marketing
- PPC / SEM Advertising
- CMS Management
- Web Design
- SEO Site Structure
- 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*

- Implement advertising campaign strategies by identifying target demographics.
- Supervise web design, SEO, PPC, content creation, remarketing, email campaigns, radio & TV commercials, and social media. Exponential increase in engagement.
- Manage a social media team on all major SM platforms, creating engaging and shareable content.
- Oversee graphic design department, reviewing and approving all visual content for use in social media, PPC campaigns, print, and in-house advertising.

### PAST EXPERIENCE

7/2018 - 5/2019

#### Marketing Consultant

*Freelance / Contract*

- FlyingTee
- Oklahoma Joe's Barbecue
- Plank and Mill
- Two Guys Bowtie
- OKKLE Music Group
- 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

### EDUCATION

BA, Organizational Dynamics - Psychology  
*Northeastern State University*

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