

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
- Photography
- Graphic Design
- Motion Graphics
- KPI Analysis
- ROI Metrics
- Email Marketing
- Video Production
- 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
- Google:
 - Analytics
 - Google Ads
 - Google My Business
 - Search Console

CURRENT ROLE

5/2019 - Present

Digital Marketing Manager

FlyingTee / GolfSuites

- 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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