

LARS W. HINDSLEY

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DIGITAL MARKETING MANAGER

Remote Digital Marketing Manager operating as marketing strategist, executing SEO analysis to content management and campaigning. Expert in aligning user intent to on brand goals with 15+ years' production experience in branding, promotion, ad copy, copywriting, graphic illustration, web UI/UX, audio, and video production assets. Operate across multiple B2B & B2C markets including legal, language services, industrial machinery, and pharmaceutical requiring SEO auditing, monitoring, and reporting services. Over 10 years' experience managing small 3-5 member remote teams, specifically developing SEO web properties.

Research and exploit low competition SEO topics, undervalued keyword modifiers, visual SEO to Local SEO leveraging structured data (schema). Utilize multiple certifications (Google Analytics — Semrush) to plan, research, and execute site audits to improve technical SEO across internal and external properties.

CORE COMPETENCIES

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|---|--|----------------------------------|
| ✓ Adobe Creative Suite | ✓ Elementor (CMS Builder) | ✓ Local Brand Manager |
| ✓ A.I. Writing tools (i.e., Jasper AI) | ✓ Google Analytics (Advanced Certificate) | ✓ MailChimp |
| ✓ Bright Local (Monitoring Reporting) | ✓ Google Optimize | ✓ Schema (Structured Data) |
| ✓ Content Management | ✓ Google Search Console | ✓ Screaming Frog |
| ✓ Content Management System (CMS) | ✓ Google Tag Manager (GTM) | ✓ SEO Reporting & Analysis |
| ✓ Content Marketing | ✓ Graphic Illustration (Photoshop & Illustrator) | ✓ Semrush (Various Certificates) |
| ✓ Copywriting Copywriter | ✓ GTMetrix | ✓ Video Production & Editing |
| ✓ Cpanel (Website Administration) | ✓ HTML 5/CSS | ✓ WordPress & CMS / AMP |

CAREER HIGHLIGHTS

- ✦ Developed and manage enterprise level SEO keyword map of 1000+ keywords
- ✦ Project managed design, development, and implementation of 100+ websites
- ✦ Copywriter of over 400 Call-To-Action (CTA) video thumbnails resulting in over 15 million views
- ✦ Developed visual SEO initiative (Copywrite, production, and editing) yielding over 50k subscribers
- ✦ Lead the redevelopment of a failing \$100,000 website development project. Quickly adjusting to a request to meet a two-week deadline within a \$20,000 budget and stakeholder compliance
- ✦ Syndicated and featured work on Huffington Post to industry engines. Published author in 2019.
- ✦ Designed developed and implemented bifurcated retail Internet provider dealer network, increasing small company revenue from 100,000 annual revenue to 1,000,000 annual revenue.

CIT, Burbank, California

April 2021 - present

Digital Marketing Manager

FT-remote. Oversee regional civil law firm (B2C) and global language services (B2B) properties increasing local market penetration by 50 percent, and doubling search placement position visibility across 200+ keywords. Oversee broad & local SEM/SEO. Rebranded law firm, designed, developed, and implemented new website. Aligned workflow of both properties implementing WordPress, Elementor, and CSS, Illustrator, Lightroom, Premiere and Photoshop. Created shared custom keyword map in Google sheets to develop SEO oriented content and monitor SEO campaigns. Tools used for keyword research, auditing, and monitoring include GA, Semrush, Ahrefs, Screaming Frog, GTMetrix, Bright Local. Standardized UTM tracking terms for granular data analysis through Google Analytics & Google Tag Manager. Days are planned with 20% in tracking user behavior, 15% in reporting (Semrush, GA/Data Studio, BrightLocal) to improve content to meet KPI metrics (KD vs Vol) and improve CTA remarketing through Google Optimize. 50 % of workday is creating content, making changes to ad copy and user experience. 25% of day is left open for team meetings to additional time for unplanned tasks such as building backlink relationships, to developing assets in-house using Photoshop, Illustrator, Premier and other Adobe Suite tools.

DM Media, Newark, Delaware

2008 - 2021

Digital Marketing Manager

Full-cycle customer facing role. Sales, project manager, producer. Turn dormant web properties into powerful sales tools accomplished through data analysis and reporting tools. Onboard clients, conduct SEO audits, initiate, and campaign, monitor, and remarket by tracking user behavior in Google Analytics. Improve production by implementing Kanban workflow in Asana, to Trello.

- Write sales proposals in various apps including Microsoft Word to Adobe InDesign
- Install Google Tag Manager (GTM) and GA scripts, & schema into HTML across various properties
- Define, update and revise client KPIs leveraging social media and web properties
- Conceptualize natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS)
 - Research articles including listicles
 - Pillar posts & topic clusters
 - SME Interviews
 - Content Marketing
 - Blogging
 - Reviews
- Collaborate with cross-functional teams to build content marketing initiatives addressing stakeholder requirements. Ex. Advised SEO changes lowered bounce rate from over 70% to 16% inside 120 days
- Drive internal marketing content initiatives i.e., ongoing SaaS (MailChimp) e-newsletter campaign to build brand authority impacting newsletter by 10% average growth monthly over 4 months

NuPoint Marketing, Wilmington, Delaware

May - Sept 2018

SEO Analyst / Internship

- Primary contact in onboarding clients, serving as subject matter expert in deliverable technical and organic SEO
- Conduct site audits in SEMrush and Screaming Frog
- Collaborate with the Digital Marketing Strategist improving auditing workflow
- Utilize technical expertise in optimizing client sites in WordPress CMS
- Curate short and long-form content utilizing research and analytic skills from MS Office and Google Suite

SpyProductions, Newark, Delaware

1999 - 2007

President

- Collaborated with outside vendors, develop statement of work (SMW), negotiated contracts.
- Saved over \$60,000 in marketing costs to build business by partnering with local radio station WJBR leveraging internal development assets in trade for valuable on-air advertising
- Expanded corporate revenue by introducing domain name registration services, an annual recurring revenue stream that realized \$10,000 in the first month of introduction
- Lead implementation of a B2B internal customer database of more than 10,000 members. Project requirements included multi-tiered services which range from software configuration to website development and maintenance – constructed in open-source PHP SQL database
- Enhanced profitability by developing a turnkey admin-based web application that allows for the performance of end-to-end tasks, which eliminated the need for a salaried administrative position and producer

INTERESTS

Certifications: Google Analytics (Advanced) Expires 2023

Volunteer: Red Cross Greater Chesapeake Region, Disaster Relief Leadership Supervisor ID: 17350139 — Canal Little Board of Directors — Christiana Care Hospital — Tough Mudder — Firefly Festival — New York Central Park Skate Patrol — SEO Consultant to various Not-For-Profit Organizations

Personal: T.I.C.A. registered Bengal cat breeder. Digital Magazine Managing Editor — Promotional Athlete — Author: *The Paintball Bible* ISBN: 9781693631030