

Ben Davidson

Search Engine Optimization ♦ Website Development ♦ Website Analytics
SEO ♦ Client Development ♦ Online Campaigns ♦ Account Management ♦ Marketing Strategist

Accomplished search engine marketing specialist focused upon the development and execution of strategic digital marketing campaigns. Effectively utilizing market research, keyword targeting, competitive analysis, local search engine optimization, social media marketing and blogging to drive site traffic and generate inbound leads. Strong educational qualifications with my Bachelor of Science degree in Business Administration and an emphasis in marketing. Combined with qualifications in Google Analytics and extensive experience with HTML, web design, search engine optimization, content creation, and link building tactics.

SELECTED HIGHLIGHTS

- ♦ Achieved average traffic increases of 300% on client sites by leveraging white-hat SEO tactics
 - ♦ Managed online campaign process for company websites, identifying opportunities to create and enhance digital tactics
 - ♦ Specialized in inbound lead generation, online marketing and SEO/SEM
 - ♦ Managed the design and construction process for davidsonandsonsconst.com website from research and planning to implementation, including overall digital marketing campaign
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CORE COMPETENCIES

- ♦ Strategic Market Planning
 - ♦ Keyword Research
 - ♦ Market Research/Analysis
 - ♦ Digital Marketing Audits
 - ♦ SEO/SEM
 - ♦ Project Management
 - ♦ Web Analytics
 - ♦ Online Optimization
 - ♦ Social Media Marketing
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EDUCATION

California State University San Marcos, CA: 2010

Bachelor of Science, Business Administration

- ♦ Dean's List College of Business Administration (CoBA) Graduate
- ♦ 3.5 GPA

Dale Carnegie Training: 2015-2016

Effective Communications and Human Relations

Google Partners; 2016-2017

Google Analytics Individual Qualification

ADDITIONAL CREDENTIALS

SKILLS

Microsoft Office Suite, Dynamics CRM, JIRA, Confluence, Asana, HTML/CSS; Content Marketing Strategy, Conversion Optimization, SEO/SEM, Social Media, Web Analytics, CMS, Agile Project Management, and Blogging

EXPERIENCE

Obu Interactive ♦ San Diego, CA ♦ 2016 - Present

Search Engine Optimization (SEO) Manager

- ♦ Conduct comprehensive digital presence audits to develop effective local SEO campaigns for lawyers and attorneys.
- ♦ Coordinate across multiple departments to plan and implement monthly strategies in support of both short term and long term client goals while monitoring budget spend.
- ♦ Research, develop and implement linkbuilding strategies to acquire authoritative backlinks.

ProSites ♦ Temecula, CA ♦ 2015-2016

Search Engine Optimization (SEO) Lead

- ♦ Lead and manage the SEO strategy team, coordinate new campaigns, develop new workflows, provide product recommendations and set up ongoing digital marketing training programs.
- ♦ Team leader responsible for ensuring all campaign activities and deliverable deadlines for 500+ campaigns are completed successfully.
- ♦ Meeting routinely with management to develop competitive local search engine optimization campaigns and department training material.

ProSites ♦ Temecula, CA ♦ 2013 - 2015

Search Engine Optimization (SEO) Strategist

- ♦ Successfully audit, onboard and manage the local SEO campaigns for 200+ client websites.
- ♦ Leverage data from a variety of SEO tools such as Google Analytics, Search Console, Majestic, Moz, Whitespark, Screaming Frog and Xenu to develop comprehensive SEO campaigns.
- ♦ Provide exceptional client care as the primary contact for current clientele, developing relationships and determining the best digital marketing plan for the customer.
- ♦ Provide best practices consulting on major digital marketing projects to key clientele, building customized digital strategy packages which best serve their needs.

Escondido Powersports ♦ Escondido, CA ♦ 2011 - 2013

E-Commerce Management

- ♦ Responsible for the overall management of the San Diego warehouse operations and website content for Sidebysidesports.com.
- ♦ Assisted in website optimizations, and content creation, updating photos, customizing product descriptions and details for website catalog.
- ♦ Provide routine website traffic, keyword ranking, and online analysis reports to management.

Davidson & Sons Construction ♦ San Diego, CA ♦ 2010 - 2011

Marketing & Operations Assistant

- ♦ Managed design process and search engine optimization for company website, identifying opportunities to create and enhance online marketing efforts.
- ♦ Responsible for administrative support, invoice and purchase order processing.
- ♦ Wrote and edited content for website to optimize site for targeted short/long-tail keywords and increase organic traffic.