

Erik R. Miller

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Professional Profile

I'm a gregarious, business-minded digital marketer, with strong industry experience and proven success in; driving deeper brand engagement, sales, business development, client acquisition, and operational delivery, through SEO, PPC, SEM, Social Media activities.

Professional Experience

Director of SEO & SEM

Mondo, New York, New York, United States (June 2015 - November 2015)

- Collaborated closely with internal and external content creators (CMO, CDO, VP of Marketing/Digital) to maximize the search traffic potential for each piece of content on multiple digital platforms & in various CMS.
- Educated and provided regular feedback on headlines, keyword density, image tags, meta, title tags, URL structure, keyword analysis and related aspects.
- Provided recommendations to editorial teams related to keyword and content trends, performance of specific pieces of content.
- Worked in real time to optimize breaking news stories in a highly competitive industry.
- Collaborated with client manager / producer and business teams to propose new innovative products, changes to existing site structures and content offerings to further maximize search traffic potential.
- Provided SEO feedback during development of new products and site features.
- Documented SEO guidelines and provide internal training to organizations to keep the latest SEO techniques top of mind.
- Developed link strategies and/or directed marketing relationships with off-network sites.
- Provided ongoing reports to executive management related to search traffic and keyword performance, ROI, website traffic levels and customer acquisition.
- Researched new opportunities to maximize SERP for groups of strategic keywords.

Project Management

- Managed internal and external digital projects throughout the agency.
- Wrote over 20 project proposals for prospective new business.
- Generated project estimates and assumption documents for all new projects.
- Wrote project briefs so all team members were aligned on the details of the project.
- Identified risks and came up with a plan of action when projects started to deviate from the original scope of work.
- Used Basecamp and JIRA to manage tasks, bug track, and facilitate communication.
- Worked with our offshore development team to complete client projects.

Business Development and Web Development Manager

JEM Marketing & Fulfilment Services Ltd., Cranleigh, Surrey, United Kingdom (November 2013 - January 2015)

- Successfully generated new business acquisitions from specific market sectors.
- Optimized company Google Adwords campaigns reducing ad spend whilst still increasing ad conversions.
- Successfully recruited new clients across the UK, USA, Spain and South Africa; conducted negotiations with external partners, selecting suppliers for new products and services.
- Created internal sales kits, sales presentations and tinder proposals.
- Initiated new email marketing activities in order to promote JEM Marketing and Fulfilment Services.
- Collaborated with major newspaper and magazine publications designing multiple ecommerce landing pages.
- Using SEO strategies I successfully ranked the JEM corporate website on the first page of Google for multiple keywords, while still conducting competitive benchmarking, analysis and monitoring to measure and report the effectiveness of SEO strategies.
- Designed the company's tinder proposal template, quote templates, sales documents, email marketing templates, company email signatures, business cards and information brochures.
- Built an email database of 700 by utilizing the social media accounts and the corporate website.

Digital Marketing & Social Media, MBA Consultant

The Yes Yes Company Ltd., Petersfield, United Kingdom (May 2013 - October 2013)

A full-time, 6-month consultation contract (as part of my MBA course), Yes offered me the opportunity to take full control of their digital marketing strategy and delivery.

- Developed and integrated company social media policy, strategy and guides for all social media channels.
- Developed, implemented and managed the Social Media Marketing strategy on various platforms.
- Created, integrated and implemented social media campaigns to drive consumers to our site.
- Implemented Social Media SEO tactics aligned with our company's keyword and SEO strategies
- Experimented with alternative ways to leverage social media activities ("Marketing R&D")
- Monitored trends in social media tools and applications.
- Provided company-wide guidance on incorporating relevant social media techniques into the company culture and into all products and services.
- Measured, analyzed, reviewed and reported on effectiveness of strategies using HootSuite, Facebook Analytics, Twitonomy, SproutSocial, Statigram, Pageviral, Wisemetrics and Google Analytics.
- Analyzed and reported web analytics, made and implemented recommendations to improve user experience, drive traffic, and grow subscriber base.
- Provided in-depth Competitor Analysis within the organic lubricant segment.
- Conducted a full Market Analysis of areas Yes could infiltrate to gain more market share.
- Increased brand awareness in countries such as Iran, South Africa, Spain, Latvia and Croatia.
- Established and maintained strong virtual relationships with a list of 31 social influencers.

Admissions Counselor (Georgetown Masters in Nursing)

2U, Washington D.C. Metro Area, United States (February 2012 - August 2012)

Admissions Scheduler (Georgetown Masters in Nursing)

2U, Washington D.C. Metro Area, United States (August 2011 - February 2012)

Moon Light (Night Auditor)

W Hotel, Washington D.C. Metro Area, United States (March 2011 - September 2011)

Front Office Manager

DoubleTree Hotel, Crystal City, Virginia, United States (August 2010 – March 2011)

Chef Concierge

Hilton Baltimore, Baltimore, Maryland, United States (November 2009 - July 2010)

Tools and Technology

- Strong knowledge and understanding of various Social Media Platforms and Social Media Channels including Facebook, Twitter, Foursquare, Instagram, G+, Swarm, Hootsuite, Pinterest, Snapchat, Tumblr, Blogger, Sproutsocial
- Google Adwords / Pay Per Click, SpyFu, WordsStream, Hubspot
- Google Webmaster Tools & Google Analytics
- Search Engine Optimization, Writers Access, Traffic Travis, SEMrush, RavensTools, ScreamingFrog, Moz,
- Web-Design, to include development and maintenance of Ecommerce platforms, Adobe Business Catalyst / Muse
- Microsoft Office Suite, Salesforce, Adobe Photoshop, Adobe Illustrator, Adobe Fireworks, Adobe Edge Animate
- Basecamp, Asana

Education and Training

Master in Business Administration (MBA) - Public Relations & Social Media Marketing Management

Middlesex University, London, United Kingdom (October 2013)

Bachelor of Science - Hospitality Management

Morgan State University College, Baltimore, Maryland, United States (May 2010)

Honors and Awards

- Merit - Graduated top percentile in my MBA class, 2013
- Received Distinction (Highest Grade Possible) MBA Dissertation
- Social Media Revolutionizing Marketing for Business, 2013

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