

Ben Davidson

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Digital Marketing - Campaign Management - Marketing Strategist

Web Development - SEO - Digital Branding - Content Marketing - Project Management

Accomplished search engine marketing strategist focused upon the development and execution of strategic digital marketing campaigns. Effectively utilizing market research, keyword targeting, competitive analysis, on-page optimizations, supported by content marketing and off-site tactics to build awareness and drive lead growth. 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

- Specialize in building digital awareness and growing lead generation utilizing content marketing, SEO, SEM, SMM, and online reputation management.
- Lead digital marketing campaigns from onboarding through campaign completion for local and national businesses ranging in size from 50 to 5,000 pages of HTML content.
- Achieve average traffic increases of 300% on client sites by leveraging thorough market research, competitive analysis, website content quality and technical site analysis.
- Develop a scalable organizational project management system to centralize and visualize campaign development progress for multiple campaigns simultaneously.

CORE COMPETENCIES

- HTML / CSS
- Keyword Research
- Market Analysis
- Technical SEO
- UX / Web Design
- Web Analytics
- Project Management
- Client Retention
- Conversion Optimization
- Speed Optimization
- Link Building
- Content Marketing

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

EXPERIENCE

ProSites - Temecula, CA - April 2018 - Present

Sr. Search Engine Optimization (SEO) Strategist

- Interface weekly with digital service managers, sales, product development and c-level executives covering market owner strategies and preemptively address at-risk accounts.
- Serve as SEO subject matter expert providing client campaign analysis, quick-win action plans, supporting and training SEO coordinators to ensure correct execution.
- Assist in development and testing of new digital products and services such as SSL site securement, scalable link building, and monthly ROI reporting.

Obu Interactive - San Diego, CA - 2016 - 2018

Search Engine Optimization (SEO) Manager

- Conduct and maintain ongoing competitive analysis reports to monitor and analyze emerging and dominant competitor strategies for developing custom client campaign plans.
- Manage personal injury legal client campaigns, developing local and national search engine optimization strategies, long-form content, off-site asset and link acquisition strategies.
- Actively participate in weekly scrum meetings to ensure steady campaign growth toward achieving short-term and long-term goals.

ProSites - Temecula, CA - 2013 - 2016

Search Engine Optimization (SEO) Lead / Strategist

- Manage client campaigns and develop local search engine optimization strategies to maximize brand visibility, rankings and leads utilizing rank tracking and Google Analytics.
- Develop and distribute monthly website SEO reports, quarterly campaign summaries, and lead scheduled client conferences reviewing campaign KPIs and milestones.
- Lead and manage the SEO on-site team, tracking and reporting monthly campaign activities and deliverables for 700+ local seo campaigns.

Escondido Powersports - Escondido, CA - 2011 - 2013

E-Commerce Management

- Responsible for the management of the San Diego warehouse operations for Sidebysidesports.com, atvcycleparts.com, and activepowersports.com.
- Assist in website optimizations, and content creation, updating photo captions, customizing product descriptions and product details for website catalog.
- Provide routine website traffic, keyword ranking, and online analysis reports to management.