

EXPERIENCE

Volato - Senior Marketing Executive

Private Air Charter - US Based, Remote

Sep 2022 - Present

- Lead the implementation of SEO/SEM agendas, teams, 3rd party agency, reporting metrics
- Personally managed PPC (Google Ads, Microsoft, LinkedIn, META) and custom reporting in LookerStudio for performance reporting
- Created multiple custom reporting views in LookerStudio for sales & marketing. Integrated custom data sources & connectors.
- Used industry intelligence gathering tool JetNet to gather data, FAA data, owner data etc., for sales & marketing needs.
- Created aircraft specific lead generation tactics combining organic keyword research, PPC, and U.X. that drove in the best R.O.I. leads.
- Managed Controller & AV Buyer seller listings of aircraft as well as platform advertising (banner & email marketing)

Noble Air Charter - Director of I.T. & Marketing

Private Air Charter - Miami, FL

2021 - 2022

- Managed all marketing platform needs (offline & online): From highway billboards to Custom WordPress from to SaaS.
- Exceeded SEO goals and offset PPC costs through organic traffic growth. YoY growth of 6400%.
- Managed Facebook, Instagram, TikTok, Twitter/X paid ads and content management.
- Utilized Avinode, FlyEasy, JetInsights in daily management and lead generation for Part 135/Part 91 operations.
- Created various automation tools for staff to perform jobs more efficiently (Customs Procedures, Maintenance Forms, Scheduling).

Millimeter Wave Products - I.T. & Marketing

mmWave RF Industry - St. Petersburg, FL

2012 - 2021

- Helped company progress from small startup to a major mmWave parts suppliers for B2B and defense industry.
- Single-handedly created all branding and Wordpress website, SEO, SEM, and content marketing that grew value driven traffic.
- Evolved a SaaS solutions to help departmental operations in various tasks: Quoting, Production, Shipping, Tracking, etc.
- Managed internal staff, consulted on hiring needs for continued operational security of I.T. & Marketing.

Digital Marketing & DevOps Work

Freelance, Consulting, Team Builds Globally

2007 - 2022

- Built a book of recurring business of SaaS, SEO, SEM and Web Development tools.
- Built hundreds of business websites with Wordpress across custom themes & plugins to theme versions.
- Worked with various marketing providers and DevOps teams depending on project needs.
- Maintain a network of professional relationships to expand needs (CyberSecurity, Development, Designers, Developers, Agencies, etc).

SKILLS & EXPERTISE

EXTENSIVE SEO/SEM

GOOGLE ANALYTICS & GTM

GOOGLE & MICROSOFT ADS

WORDPRESS

REPORT BUILDING

META ADS

KEYWORD RESEARCH

TRAFFIC BEHAVIOR ANALYSIS

LINKEDIN ADS PLATFORM

VPS/HOSTING/CPANEL

DIGITAL CONTENT MARKETING

VIDEO EDITING & SEO

GRAPHIC DESIGN

ASANA PROJECT MANAGEMENT

LEADERSHIP

LANGUAGES

ENGLISH (FLUENT) ● ● ● ● ● ● ● ●

SPANISH (FLUENT) ● ● ● ● ● ● ● ●

“STRATEGIC THINKING & TACTICAL EXECUTION”

SKILLS TO HELP

SEO, SEM & CONTENT MARKETING

The SEO & SEM field is the one where I have made the greatest impact with companies I've worked with and have proven results that lead to growth. I approach any SEO/SEM I do with a business mindset of how to create traffic that leads to sales. Using an array of technical tools and knowledge, mixed with strategic thinking and tactical execution, I discover how we can grow through search engine and content marketing.

Website & Technical Background

I have extensive Wordpress, Web Server, and overall development experience: from plug-ins and troubleshooting issues, to hosting companies, and knowing advantages and disadvantages of certain vendors (GoDaddy, WPENGINE, Azure, etc) and how it all affects SEO/SEM campaigns. Knowledge that can be applied to any industry.

Agency Level & Collaboration Management

I have worked with many freelancers, DevOps, and agency teams in various projects from all over the world. Using tools like Asana, GitHub, Jira/BitBucket to manage communication and project work flow. I have also worked with agencies involved with marketing campaigns, programmatic needs, and technical solutions.

Results Driven Mind-set

Marketing is like a variable puzzle with shifting pieces constantly. I'm naturally competitive and restless when I understand the goals of where we are going. I need to see success personally and hit goals for me to be satisfied with myself and I continually look for ways to gain a competitive edge.

EDUCATION/TRAINING

Present Day

Continuous Technical Trainings

Google Analytics, DataStudio, uDemy, Conferences

2000-2001

RF & Electronics

USMC - MCESS - 29 Palms, CA

1998-2000

Computer Science

N.Y.I.T. - Old Westbury, NY

1996 - 1998

Graphic Design

Nassau CC - Long Island, NY

REFERENCES

Gary Ricker

Co-Founder - Precision mmWave

- (413) 687-5345

Gary is an RF mmWave engineer and has worked with Raytheon Defense, Rhode, and founded his own company.

Col. Donald Wolfe (Ret.) 5th Group Special Forces

Retired 5th Group Colonel

- (502) 991-4684

Donald Wolfe is a retired Colonel of the U.S. Army Special Forces 5th Group and a lifelong SF officer. Now is a leadership and business consultant.

Elizabeth Farrell

Owner - EF Music Schools

- (860) 798-6859

Miss Farrell runs and owns a multi-studio location franchise of music schools and growing.

MARTECH MANAGEMENT

Owned & Managed Agency

I owned and managed my own agency for several years and had a book of clients for saas portals, website design, development, graphics, apps, printing and SaaS custom software needs. I was always on the forward side understanding client needs and then working with contractors I recruited and hired to complete and/or run the job. I sold off my book of business to work FT and focus on single client needs.

Budget & Cost Management

I managed directly \$100K a month in PPC spend personally and assisted in helping the VP of marketing allocate, shape and decide on where best to put marketing dollars depending on the goals of the company. We constantly created C-Suite level reporting and managed multi-million dollars in marketing spend.

Google Analytics 4 & Tag Manager

I am certified in Google Analytics 4, Google Tag Manager to establish marketing data collection for us to review as needed. Utilizing GTM allows for the creation of custom tags (data-points) on specific behaviors online that allows us to actively collect and disseminate in marketing analysis. From conversion to mouse scrolls and anything we think we need as a data point to help us improve influencing more sales.

Marketing Data Analysis/LookerStudio/BI

I am certified in Google LookerStudio. I am always pursuing data points to establish, collect, disseminate for marketing and/or sales departmental support needs. I have even developed my own Data Connectors in instances where raw data feeds were established to integrate with other marketing data to create specific marketing KPIs for specific departmental needs.

Graphics & Printing

I have worked with the print industry since childhood. I understand pre-press, flexo, web/offset printing as well as graphic and brand management. From brand guidelines to branding kits. I can help any company establish their print and branding needs. I can help in the design and production of ANY print items. I have trade printer access and have a network of trade printers for specific print needs.

Adobe Suite

I run my own set of tools and utilize Adobe Photoshop, Illustrator, InDesign extensively. I also have utilized graphical platforms like Figma and Canva in my years for simple graphic needs. I also actively use AI powered platforms like Topaz AI, PhotoVibrance and MidJourney to help create and edit images utilizing these engines.

A.I. & Platforms

I have used A.I. Powered tools for several years like Jasper and LeadScripts, Synthesia prior to ChatGPT and LLMs hitting the scene. OpenAI, Bard, MidJourney are example tools I use today. I have an OpenAI developer account where I accessed early beta tools and even attempted an experimental tool utilizing their API library to power an experimental idea.

Asana Project Management Globally

I utilize project management tools personally and among team needs for various project management needs. I am currently pursuing PMP certification and look to expand on process, procedures that help any company manage initiatives efficiently. Other tools similar are ClickUp, Monday.com, Trello, Jira as well that I have utilized. I have built relationships with providers from around the globe over the years as well that can be an asset if scaling up is needed.

SEO Analysis Tools

I have and use paid tools that provide effective technical SEO insight. SpyFu, UberSuggest, AnswerThePublic, Moz, semRush are tools that I directly use (You WILL NOT see YOASt)... I have also used tools like aHREFs briefly. Even tools like ChatGPT and Google's Bard can be used for SEO analysis and have provided good information.

SEO & SEM Growth

I've been doing SEO & SEM and have helped many companies personally. I can help depending on your budget maximize results and attain growth traffic that turns into leads. More exposure means more probability of sales. I create thorough and actionable plans and include the technical and marketing psychology of what is needed.

Root Servers

I have been running private servers for over 15 years. I can deploy dedicated, VPS, or individual web server account needs. I also can deploy Amazon AWS, Microsoft Azure needs depending on what is needed for host solutions. Most people that just need websites don't need this. I have experience with customer host platforms like WPengine, BlueHost, and DNS management on platforms like CloudFlare.

Martech R.O.I.

What is our cost per acquisition? I am always hunting and attempting to perfect this answer personally with every company I work with. Labor, productivity, security issues, outages, etc., all play into creating well rounded and profitable I.T. Investments that matter.

DATA DRIVEN

Combining Data Sets

Created custom reports in DataStudio (LookerStudio) and built business intelligence reports for specific marketing research and analysis. Utilizing integration tools like SuperMetrics, DataDDO, and when they could not provide data connectors, I went and invented them by creating self hosted connectors to create a data source feed.

