

# Michael Jones

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## Overview

- Data-driven B2B digital marketing leader with 10+ years of strategic and tactical experience
  - Proven ability to consistently exceed audience reach and lead generation goals in highly competitive markets
  - Leverage strong business acumen and creative instincts to design impactful social media marketing campaigns
  - Demonstrated success excelling both individually and in team-oriented, collaborative work environments
  - Exceptionally skilled in all aspects of digital marketing, including email, web sites, and social media channels
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## Demonstrated Strengths

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|---------------------------------|----------------------------------|--------------------------|
| • SEO & SEM                     | • Salesforce, HubSpot, Wordpress | • Digital & Social Media |
| • Strategic & Tactical Planning | • Lead Generation & Conversion   | • Workflow Optimization  |
| • Consumer Engagement           | • Social Content Development     | • Marketing Automation   |
| • Business Development          | • Google Analytics & Reporting   | • Online Traffic Growth  |
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## Professional Experience

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**Ncontracts, LLC**, Brentwood, TN

**May 2016 – 2019**

### ***Digital Marketing Manager***

Played a pivotal role in the development, implementation and maintenance of a strategic marketing plan in a new marketing department. Shifted a sales-driven organization to one where marketing touches every area of the sales cycle.

- Helped reduce cost of acquisition by implementing marketing processes
- Increased opportunity conversion rates using digital content as part of the sales cycle
- Improved organic visits by 65% with new website and optimized content, lead volume by 33%
- Implemented project management processes to ensure accuracy and accountability
- Leveraged HubSpot, Salesforce, GotoWebinar, Wordpress and BrightEdge to implement marketing strategy
- Managed SEO and development contractors who facilitated project speed and efficiency
- Played the role of tactical lead with a voice in the overall marketing strategy

**EchoLight Studios**, Franklin, TN

**Jun 2015 – Jan 2016**

### ***Director of Digital Operations***

Developed and implemented all elements of the foundational workflow for a new lead generation business model. Served in a key leadership capacity for the India- and U.S.-based development team of an iOS and Android app.

- Successfully engaged fanbase to generate substantial audience anticipation prior to the movie's release date
- Strategically planned the use of an online game/community as a marketing tool for an upcoming movie release

**Uniguest**, Nashville, TN

**Mar 2014 – Oct 2014**

### ***Digital Marketing Manager (Contract Position)***

Established a significant social media presence across all major platforms. Proactively identified the needs of each individual client to inform the development of comprehensive digital marketing strategies on a case-by-case basis.

- Achieved #1 and #2 search engine rankings by utilizing SEO for top keywords of client products and services
- Exceeded lead generation goals by 33% while simultaneously increasing email visitor conversion rates by 300%
- Conceptualized and introduced digital marketing dashboards for analysis by the executive management team

**Horton Group**, Nashville, TN

**Mar 2013 – Mar 2014**

### ***Digital Marketing Manager***

Managed the B2B digital marketing team with the goal of continuously growing the business and increasing exposure. Updated Google algorithms to maximize SEO impact, and authored content for client blog/email marketing campaigns

- Key consultant on over 20 concurrent projects focused on SEO, SEM, social media, content, and email marketing
- Provided in-depth industry best practices and digital marketing training to both technical and sales staff
- Developed and analyzed comprehensive reports to identify baseline metrics and quantify campaign performance

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**BenefitMall (formerly CompuPay), Franklin, TN**  
**Online Marketing Specialist**

**Jan 2012 – Feb 2013**

Fostered a strong community to generate new traffic sources by implementing social media and content strategies. Created detailed reports illustrating monthly website traffic and web lead information for the executive team

- Increased organic web traffic by 33%, web leads by 33%, and main lead form conversion rate by 25%
- Utilized A/B split testing to identify innovative methods of optimizing web site landing pages

**Churchill Mortgage, Brentwood, TN**  
**Business Development Specialist**

**Aug 2008 – Oct 2010**

Built a highly engaged community of followers by designing and implementing multi-platform social media campaigns.

- Incorporated effective SEO strategies to increase the company's organic search rankings
- Succeeded in reducing friction and increasing conversion rates by optimizing the primary lead generation form

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## Digital Marketing Expertise

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### Search Engine Optimization (SEO)

- On-Page & Off-Page
- Competitive Landscape Analysis
- Web Visitor Data Analysis
- Conversion Rate Optimization (CRO)
- Landing Page Optimization (LPO)

### Search Engine Marketing (SEM)

- Google Adwords / Google Ads
- Keyword Research & Campaign Setup
- E-Commerce, Demographic & User Tracking Setup
- Retargeting Setup & Audience Building

### Visitor / Lead Conversion

- A/B Split Testing

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## Education

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### BS in Management Information Technology; Web Design Emphasis

Tennessee Technological University, Cookeville, TN

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## Professional Development

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Storybrand Certified Guide  
Brightedge Certified  
Google Analytics Certified  
Google Ads / Adwords Certified

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## Technical Skills

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Salesforce  
Pardot  
AgileCRM  
Wordstream  
Moz  
Ecommerce  
GotoWebinar

HubSpot  
Infusionsoft  
Brightedge  
Photoshop  
InDesign  
Trello  
Microsoft Office

Wordpress  
HTML/CSS  
Adwords  
Hotjar  
MailChimp  
Asana  
Video