

JOSEPH R CASHMAN

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Summary

Highly accomplished, technically savvy, creative, and results-driven digital marketing professional with particular expertise in maximizing SEO performance, creation of engaging digital content to generate increased consumer engagement, lead generation, branding, UX, and HubSpot management for a broad array of organizations in diverse sectors across multiple platforms.

Photoshop
InDesign
Premier
Acrobat DC
Illustrator

HTML/CSS
Hubspot
Squarespace
Placester
WIX

Word
PowerPoint
Excel
Microsoft Office
One Drive

LinkedIn AD's
Facebook AD's
YouTube AD's
Facebook AD's
Google AdWords

Google Analytics
Google Inspector
Search Console
SEMrush

- ◎ The power of digital marketing is best experienced from intimately knowing what your business is, what is uniquely yours, and knowing who your audience is.
- ◎ Through research and refinement, the process of crafting relevant content gives rise to warm lead generation.
- ◎ Optimizing the sales funnels never ends with ongoing metric crunching and campaign performance grading.

- Chapman University—Bachelor of Arts in Communication, Minor in Graphic Design—Magna Cum Laude. Lambda Pi Eta, Gamma Beta Phi Honor Society, Awarded Most Promise in Professional Advertising (Creative)
- Fullerton College—Associate of Arts degree. Dean's Honor Roll
- Google Digital Analytics Fundamentals Certification



Resume

Base10 Genetics, Chicago | Sept 2019 – present
Digital Marketing Consultant | Engagement Collateral

- I am currently working with the sales team and management to create an Email engagement campaign as well as B2B collateral for both COVID and Precision medicine/ nutrigenomics business.

Shubies Marketplace, Boston | July 2019 – present
Digital Marketing Consultant | E commerce Project

- I was on-boarded to revamp and convert their legacy website into an e-commerce site; however, through the course of several meetings, I identified operational weaknesses that would have worsened through the creation of an e-commerce site.
- Operating under several Point of Purchase systems and an antiquated ERP system, none of which communicated with each other, and made Inventory management, cost analysis, and reporting nearly impossible.
- After researching the situation, I presented a custom API bridge-building solution to their various systems and a full migration over to SQUARE. Ultimately the SQUARE solution was chosen since it effectively streamlined their entire business model and resolved for their major inventory and reporting issues.
- The project is still ongoing and awaiting SQUARE systems updates before full implementation.

Tribeca Companies, San Francisco | Dec 2019 - July 2020
Senior Digital Marketing Manager. Hired to reboot portfolio company [SpotOnSciences.com](https://www.spotonsciences.com). However due to COVID Life Science companies were frozen.

- Devised strategic outreach plan and 2020 marketing budget to initiate engagement with relevant audience/entities, including trade shows.
- Led the conversation on behalf of Spot on Sciences during PR meetings with Racepoint Global (RPG) to improve E.T.A / relevancy within the industry.
- Migrated Spot On Sciences to Hubspot in order to set up the environment for SEO growth, email



marketing, automated workflows, customer lead nurturing. Equally in order to redesign the look and navigational flow for improved UX.

- » Reorganized the resource library to be simpler and more accessible consolidating the entire library into one page.
- » Collaborated with lead scientists to create Spot On's first successfully extracted analyte(s) panel, which is a key piece of content that demonstrates the validity of using the device for a variety of uses, e.g., hormones, infectious diseases, amino acids, DNA and RNA, immunoassay's, and more. This yielded strong lead generation. Provided an easy to use Hubspot template for non-technical, junior team members to work with for updates. Expertise with the platform and vendor allowed me to confer significant savings.
- Assisted the sales team in conversion to HubSpot Sales Pro providing additional benefits that helped ensure that all marketing and sales initiatives were consolidated under one platform offering the team access to a wide range of analytic tools.
- Managed and verified both Google Analytics and Search Console utilizing built-in functionality to monitor for site/page providing a deeper understanding/analysis of site performance as well as greater insight into highly relevant SEO analytics.
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Neoteryx LLC, Torrance | Sept 2016 – Nov 2019
Digital Marketing Manager

- Led vision, strategy, and direction for all facets of digital marketing for this industry disruptive, blood microsampling device with exceptionally successful growth in online lead generation at 300% by consolidating all website subdomains and overhauling website to feature a more intuitive and accessible user interface.
- Maintained accountability for creative elements and initiatives, including HubSpot UX, art direction, photography, videography, and Hubspot web development while also leveraging Google Analytics, Search Console, Bing, and Google AdWords to optimize marketing strategy.
- Engaged in extensive market research and testing to identify the winning keywords and SEO-driven content to capture the attention of target audiences, driving increased website traffic and visibility for the Mitra device.
- Improved the organization of research papers, posters, and other resources to better enable site visitors to download materials and generated a consolidated document summarizing the list of all analytes successfully extracted by the Mitra device. The combination of these improvements led to a 100% increase year over year in traffic and uptick of 200+% increase in organic site traffic.



John Paul Mitchell Systems, Century City | March 2015– Sept 2016
SEO Specialist

- Served as first SEO Specialist for this manufacturer of hair care products and styling tools with the authority to define and implement best practices to drive traffic to the Product and Education web-sites.
- Successfully re-engineered the Education site, moving from a subdomain to a subfolder structure, cleaning and optimizing HTML code, and updated the Google Analytics tracking code. Established and updated Google Analytics goals for the top-level site as well as for its network of over 100 school sites.
- Partnered with a team of developers to execute technical SEO implementation initiatives and measured performance by reviewing Google Analytics and Search Console results leading to further page optimization. Also optimized speed across the site, providing guidance with respect to code compression, above-the-fold CSS placement, Java script placement, and cleansing legacy code working with IT and developers
- Engaged in a variety of technical responsibilities, including schema implementations, XML site map submissions, page speed optimization initiatives, metadata, and recommendations on the CSS placement of elements to capture the attention of viewers.
- Developed and optimized Google+ business pages for the entire school network, addressing and resolving issues by facilitating the flow of key information and communications between school owners and Google and served as the architect of a content marketing outline for use by schools on individual blog posts.
- Led a comprehensive assessment of the corporate product site to identify, prioritize, and remediate technical SEO deficiencies, engaged in research into trends and keywords to build a content outline and improved blog categories to guide the efforts of an in-house team.

Social Networx, Rancho Cucamonga | Dec 2013 – March 2015
Digital Marketing Manager

- Served in a key leadership role for this provider of a training platform for real estate agents, providing social media strategies, digital video services, and online branding, providing content marketing direction to the writing staff, managing the web team, and mentoring staff members on CRM systems, CSS coding, and graphic design, and led SEO-friendly web development. Established a partnership between the web development team and strategic partner Placester.



- Engaged with clients to define, focus, and clarify brand identity, led projects to build content for client websites and business proposals. Authored manuals and instructional videos providing guidance on use of MLS/IDX WordPress templates, providing self-service resources that enabled staff to focus on higher-priority issues. Elevated company visibility by developing print and web marketing collateral and contributing voice talent for corporate promotional videos.

Shop.Moderustic.com, Rancho Cucamonga | Dec 2010 – Dec 2013
Marketing Manager

- Evolved the role from initial revision of HTML title and description tags to a larger scope that entailed redesigning the layout and improving technical SEO performance of the website of this producer of recreational portable fires and decorative fire objects.
- Created the company's first Google Analytics account, which provided the foundation for data-driven, evidence-based decisions relating to site improvements. Championed a shift in business model to focus on custom work that sparked increases in custom work orders that subsequently resulted in the majority of revenue sources.
- Launched a new e-Commerce presence using Volusion, staged and photographic products, customized the e-Commerce template, and configured payment and shipping portals—leading to an impressive 5X increase in online sales. Produced and updated product marketing collateral, including internal documents, price sheets, catalogs, and technical manuals and expanded the company's digital presence through the introduction of Facebook and Google+ accounts.

ADDITIONAL ROLES

Inland Empire Health Plan, Communications/Advertising Manager, San Bernardino, CA—2007–2009

Kamen Designs (Self Employed) Boston, MA— 2005–2007

Marketing Manager, Girard Systems, Irvine, CA—2002–2005

References available upon request.

