

JOSEPH R. CASHMAN

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Summary

My name is Joseph Cashman, I'm a results-driven digital marketing consultant with a passion for tech and creativity. I enjoy maximizing (organic & technical) SEO performance, developing strategic content, web UX/UI, video production/editing, and Art direction/design. I'm a HubSpot advocate, but I have managed various digital properties across multiple platforms for an array of organizations over my career.

- Drive marketing and communication channels to support customer & patient engagement/retention.
- Develop KPI's and identify metrics to analyze and improve the customer journey and sales funnel activities.
- Establish, monitor, analyze analytical data to identify web performance, social interactivity, campaign performance, and general audience engagement to improve messaging and ongoing SEO efforts.
- Collaborate and synthesize with leadership to analyze and refine digital marketing strategies to support growth.
- When necessary, activate and maximize paid advertising initiatives to expand awareness locally, nationally/internationally.
- Seek relevant partnerships and marketing opportunities to expand penetration.
- Partner with PR agencies to improve Google ETA and SEO efforts.
- Assure marketing communications adhere to regularity & compliance mandates.

- 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

DigiM.Consulting A RAJA LLC Entity

- Please visit portofolio/case studies [here](#).

Base10 Genetics, Chicago | Oct 2020 – June2021

Content Development, Website Redesign & Migration Project

- Created B2C enrollment/on-boarding Email campaign for the Nutrigenomics (NGx) corporate program.
- Lead initiative to transfer ownership from custom IT managed public-facing website, into the hands of sales and marketing within HubSpot to expedite page creation and introduce Blog for future content development.
- Orchestrated high-level meetings to clearly define company positioning and its various programs offerings; in order to completely rebuild public-facing website base10genetics.com/index.
- Re-imagined, all sales ad marketing collateral to better address program offerings, audience needs, and clearly defined value props; COVID Tracking and Recovery Program, Infectious Diseases Management program and Genomic-based programs, please visit, base10genetics.com/resources.
- Met with internal team to assure regulatory/compliance and worked with legal team to rewrite/update Privacy policy and Terms of Use. Updated those pages from PDF's to crawl-able HTML pages.
- Created, BASE10 social channels Facebook, Twitter, LinkedIn and YouTube. Actively posting to all three channels through the HubSpot portal.

Shubies Marketplace, Boston | July 2020 – Oct 2020 Ecommerce Project (Completed October 2020)

- Brought into revamp and convert legacy website into an e-commerce site. However, through several exploratory meetings, I identified operational weaknesses that would have worsened by creating a generic e-commerce site. Operating under several point of purchase systems and an antiquated ERP system, none of which communicated with each other would have made inventory management, cost analysis, and reporting virtually impossible.
- After researching the problem and available solutions, I presented a custom API bridge-building solution or a complete migration over to SQUARE Inc. Ultimately, I pushed for the SQUARE solution since it effectively streamlined their entire business model and resolved their inventory and reporting issues Project was completed successfully and the site was launched Q1 of 2021 www.shubies.com.

Tribeca Companies, Private Equity, San Francisco | Dec 2019 - June 2020

Senior Digital Marketing Manager. Hired to reboot portfolio company Spot On Sciences. However, due to COVID, all three life science companies were suspended. However in my brief period there I was able to stand up various marketing, PR and outreach projects.

- Migrated Spot On Sciences to Hubspot in order to set up the environment for SEO growth, and redesigned the look and navigational flow for improved UX.
- Spearheaded Email marketing, automated workflows, customer lead nurturing and regulatory/compliance assurance.
- Led PR meetings on behalf of Spot on Sciences with Racepoint Global (RPG) to improve E.T.A / relevancy within the industry.
- Devised strategic outreach plan and 2020 marketing budget to initiate engagement with relevant audience/entities, including trade shows.
 - » 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 and greater insight into highly relevant SEO analytics.

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 initiatives and regulatory/compliance approvals. 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 websites.
- 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 to this AD agency offering 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 Manger, San Bernardino, CA—2007–2009

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

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

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