

Jared Allen Goldstein

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SKILLS

Digital Marketing	Copywriting	Inbound Marketing	Email Marketing
Social Media Marketing	Managing Teams	Intelligence Research	Data Analytics
SEO	PPC	Scrum	Web and Graphic Design

EXPERIENCE

SEO/SEM Team Lead — Carahsoft Technology Corp.

February 2022 – Present

- **Implement SEO Strategies:** create optimized content for 2,000+ new/existing website landing pages and vendor micro-sites, including target keyword research, metadata, and content optimization, as well as technical updates to improve UX/UI design and drive organic traffic (avg. increased 400%) to the site by enhancing search engine visibility.
- **Execute SEM Campaigns:** manage the creation of ad copy, promote landing pages on Google and Bing, track KPIs, analyze data, segment markets, optimize conversion rate and bid strategies, and report insights and key takeaways.
- **Spearhead Prompt Engineering Initiatives:** leverage AI tools to streamline marketing operations by creating training material, live/on-demand presentations, and templated prompts for tasks, such as intelligence research, optimized copywriting, ad copy, metadata creation, email campaigns, product descriptions, source code optimizations, etc.
- **Corporate Collateral:** to streamline internal and cross-team processes, I design and actively update physical/digital support cards, PowerPoints, and interactive PDFs, featuring a vendor portfolio of 1,500+ partners.
- **Website Audits and 15,000+ Technical Optimizations:** fix broken code to remove technical SEO issues from the sitemap, improving UX by analyzing and troubleshooting pages with outdated information or technical problems.
- **Peer Review for 3,000+ Copywriting Projects:** conduct in-depth first and second revisions, as well as final checks for team members to ensure every published webpage's message is coherent, concise, compelling, accurate, and SEO optimized while maintaining the piece's original integrity and adhering to current branding guidelines.

Account Executive — A&A Marketing Group

June 2020 - August 2020

- **Sales Representative** at AT&T; sold internet, TV/streaming bundles, and phone service plans.
- **Direct Sales Experience:** closed +100 sales with a 5% cancellation rate.
- **Managerial Experience:** Promoted after two weeks based on performance and merit; then began supervising and mentoring new employees during pre-, post-, and in-field training.

Research Intern — Center for Brain Health, UTD

May 2019 - June 2019

- **SEO:** conducted intelligence and keyword research for the website and analyzed their social media's current organic performance to optimize content and engage with customers, attracting new prospects/maintaining client relations.
- **Competitive Analysis:** created a database on competitors' product mix and related service offerings, conducted SWOT analysis to identify a comprehensive marketing strategy for positioning their product and services in the market, and created content tailored to their unique solution and its value proposition and competitive advantage.

Freelance Website Designer

February 2022 – Present

- **UX/UI:** web designer specializing in creating custom websites tailored to client needs. Proficient in HTML, CSS, and various CMS & digital media platforms. With an emphasis on user experience and accessibility, I design and develop responsive websites that drive engagement and conversions.

SOFTWARE SKILLS

Google Analytics, Google Ads, Hubspot, SEO, SEM, Hootsuite, Microsoft Teams, Surveys & Forms, Google Drive, SPSS Statistics Modeler, Moz, MailChimp, Zoom, Access Database, CRM, Python 3.7.4, SQL Command Line, HTML, CSS, ChatGPT and other Generative AI tools, Power BI, Gliffy, Canva, UTM & QR Code, CMS: WordPress, Concrete 5, Wix, GoDaddy, & Adobe Creative Suite: InDesign, Illustrator, Photoshop, Dreamweaver, etc., & Microsoft Office: PowerPoint, Excel, & Word

EDUCATION

Bachelor of Science - Digital Marketing Major & CIS Minor — James Madison University 2021

Graduated from the College of Business. Dean's List, Delta Mu Sigma, Digital Marketing Honors Society