

Jared Allen Goldstein

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Executive Summary

Results-oriented Digital Marketer with 6+ years of experience driving organic and paid traffic through omnichannel marketing campaigns. Proven ability to leverage data analytics and AI tools to optimize marketing strategies and achieve measurable results. Expertise in SEO, PPC, content creation, brand management, social media, email marketing, and graphic design. Passionate about driving brand awareness, engagement, conversions, and sustainable business growth.

Work Experience

SEO Content Manager @ Carahsoft Technology Corp. February 2022 – Present

- Manage SEO and PPC campaigns across multiple channels, such as Google, Bing, YouTube, Facebook, and LinkedIn.
- Develop and implement comprehensive SEO strategies resulting in a 700% average increase in organic traffic through target keyword research, on-page and off-page optimizations, as well as technical SEO implementations to enhance UX/UI.
- Create optimized, informative, and tailored content for websites, landing pages, blogs, and social media platforms driving brand awareness, audience engagement, and conversions for more than 2000 industry-leading technology companies.
- Create ad copy, then execute and optimize SEM campaigns on Google and Bing, leveraging AdWords, UTMs, and retargeting lists to achieve a 300% average increase in conversion rates and a 40% reduction in cost-per-acquisition (CPA).
- Utilize Google Analytics (GA4), Search Console, Looker Studio, and other analytics tools to track key performance indicators (KPIs), generate reports, and provide actionable insights to clients, partners, and senior-level management.
- Conduct A/B testing, data analysis, and mobile friendliness optimizations to improve website user experience and conversion rates leading to a 200% average boost in user engagement and 75% improvement in SQL and MQL generation.
- Manage and collaborate with cross-functional teams to align digital marketing efforts with overall business objectives.

Freelance Digital Marketer & Web Designer March 2022 – Present

- Create content, design graphics, build and publish custom websites driving impressions, user engagement, and conversions.
 - Clients range from life coaches and nonprofits to AI/emerging technology startups and event expositions.
- Proficient in HTML, CSS, WordPress, Google Analytics, Search Console as well as other CMS and digital media platforms.

Account Executive @ A&A Marketing Group June 2020 – August 2020

- Promoted after two weeks based on B2C performance and ability to foster long-term customer relations (closed 100+ sales with a 5% cancellation rate) then began supervising and mentoring new employees during workshops and in-field training.

Marketing Intern @ Center for Brain Health, UTD June 2019 – August 2019

- Conducted market research and SWOT analysis, creating a database on competitors' product mix and related services.
- Developed and implemented a comprehensive marketing strategy for positioning new products and services in the market.
- Analyzed organic performance metrics and created optimized content and ad copy highlighting various value propositions.

Certifications

- Digital Marketing, SEO, Advanced Google Analytics (GA4), Looker Studio, Link Building, AI Prompt Engineering, Copywriting, Hootsuite, Influencer Marketing, Email Marketing, Inbound Marketing, Microsoft Teams, and Scrum

Skills

- **Digital Marketing:** SEO, SEM, PPC, Content Marketing, Social Media Marketing, Email Marketing, Conversion Rate Optimization, AI Automation, A/B Testing, Data Analytics, Coding, Reporting, Surveys, PDFs, and Forms
- **Tools:** Google Analytics, Digital Ads, HubSpot, Google Search Console, SEMrush, Moz, Conductor, Screaming Frog, Lighthouse, HTML, CSS, Hootsuite, Google Drive, SPSS Statistics Modeler, MailChimp, Zoom, Access Database, CRM, Python, SQL Command Line, ChatGPT and other Generative AI tools, Power BI, Glify, Canva, UTM and QR Code Generators, CMS: WordPress, Concrete 5, Wix, GoDaddy, Shopify, Squarespace and Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Dreamweaver, etc., Microsoft Office: PowerPoint, Excel, and Word

Education

James Madison University | Bachelor of Science - Digital Marketing Major and Computer Information Systems

2017-2021