



Justin Lister

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Portfolio:

[Justinlister.info](https://www.linkedin.com/in/justin-lister/)

SUMMARY

Looking for a position with your company where I can contribute to your strategic goals by applying my knowledge and expertise.

SKILLS

- Google Tag Manager
- Problem Solving Keywords Search
- Adobe Analytics, Premiere, Illustrator 2024
- 5 years of Marketing experience
- Bing Ads
- Google Analytics
- ContentSquare
- Facebook Ads
- Google Search Ads
- Microsoft Excel, Pivot Tables, Vlookup
- 3 Years Work Experience-Digital Marketing Specialist

EDUCATION AND TRAINING

B.B.A: Marketing- Graduated May 2021

Texas State University, Tarrant County College

Dean's List – Honors College

EXPERIENCE

SEO & Analytics Specialist- SEFRE Agency (2024-present)

- Manages clients search engine optimization.
- Website analytics for clients: Responsible for Google Analytics and Google Tag Manager on all digital assets. Building, implementing, and testing Google Tag Manager triggers are firing correctly.
- Social Media Marketing: Driving engagement for Facebook, LinkedIn, and Youtube. Creating blogs for websites, creating/editing videos, and creating custom flyers using adobe suite.
- Developing weekly analytics reports on website health and suggesting recommendations on how to improve.

Dell Technologies- Marketing Data Analyst (2023-2024)

- Execute data-driven analytical pulls for Dell.com digital creative content aimed at deriving customer insights.
- Interpreting raw-data to craft a story on the customer journey and experience.
- Examined how creative content contributes to how customers perceive the brand, while also looking at how digital content facilitates seamless customer journeys toward conversion.

- Balance quantitative and qualitative measures to capture authentic customer sentiment about digital content creative.
- Data capture lead for ContentSquare across reporting programs.
- Lead initial analysis and insights through ContentSquare data.
- Lead ContentSquare analytical expansion with new metrics, dashboards, views, etc.
- Collect and aggregated ContentSquare data for monthly sessions of Content Insights Forum

Rock's Discount Vitamins n' More/Evertitan- Digital Marketing Specialist (January 2022- November 2023)

- Write strong ad copy that leverages best practices, then test and iterate to improve performance. Solely managed a 6 figure marketing budget.
- Utilized SEMrush to pull structured data insights from emerging market trends.
- Solely managed 30 campaigns for the entire company across Texas.
- Efficient project management skill to conceptualize campaigns and distribution as well as lead and execute these plans from start to finish.
- Proven track-record for generating leads utilizing Google Tags in Analytics, using structured data to determine oversights. Generating 30k a month profit at minimum through e-commerce tele-health. Increasing sales month over month.
- Utilized MS Excel for pulling reports from Analytics to determine opportunities of improvement for Search Engine Optimization.
- 400% Return on Ad Spend (ROAS-evertitan)

SEFRE Marketing Agency- Paid Search Specialist. (May 2021-January 2022.)

- Bangkok Station, Mistertoftee, and Mavericks Fire & Safety.
- Perform daily account management on Google Adwords
- Delivering strategic recommendations and execute campaigns for keyword opportunities, campaign structuring, targeting, and other facets of paid search in accordance with client goals.
- Client facing role to give updates and recommendations for improvements.
- 100% Customer Retention Rate.

CERTIFICATIONS

- Google Search Certified- 2021 (self-taught)
- Google Shopping Certified- 2021 (self-taught)
- Google Display Certified- 2021 (self-taught)
- Google Apps Certified- 2021 (self-taught)