



ROBERT DAVIS



WORK EXPERIENCE

INTERACTIVE MARKETING MANAGER

at AFL - Duncan, SC

- Manage all internet and intranet website properties. (Sitecore, Coveo Kentico, Sharepoint, Wordpress)
- Manage digital marketing efforts for the entire organization. Rolling out Marketo with a Salesforce integration.
- Search engine optimization and marketing. Targeting over 1000 keywords for seven different business units for both organic and paid.
- Managed production teams producing interactive content include video and motion graphics.
- Manage all social media channels. (Sprout Social) Established a social media marketing plan to grow the social presence helping brand visibility, website traffic and overall social presence in the community.
- Created a standard website analytics report to track short and long term performance. In depth analytics tracking for UI/UX improvement.
- Manage the project management team and software for the entire Marketing and Communications team. (Wrike)

INFORMATION TECHNOLOGIES MANAGER

at Donald A.. Gardner Architects, Inc. - Greenville, SC

- Planning, recommending, developing and supporting all of the firm's computer software, hardware, networking and security needs.
- Designed and developed web sites for over 10 company websites and microsites. Increasing sales and moving them from print and phone to internet saving the company money.
- Won the inaugural 2004 Dell/NFIB Excellence in Customer Service for company intranet and web site. Awarded for using technology to develop a competitive advantage in delivering customer value and experience.
- Search Engine Optimization, obtaining first page rankings in highly competitive verticals. Targeting over 200 individual keywords.
- Designed and implemented a blog to establish additional lines of communication with customers and assist in SEO.
- Pay per Click campaign, established and managed thousands of targeted keywords maintained a less the 24% percentage cost of sale.
- Established and managed weekly and monthly email marketing campaigns responsible for increasing web traffic.
- Initiated Social Networking campaign, creating communication venues on all major sites to raise awareness.
- Created extranet to securely share information between vendors.
- Created intranet site including company calendar, project request systems, time clock and online IT help desk.

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SKILLS

Social Media Marketing
Social Media Measurement
Digital Strategy
Digital Marketing
Analytics
Search Engine Optimization
Search Engine Marketing
Lead Generation
Website Design
Website Development
Project Management
Brand Development
UI / UX



EDUCATION

University of Nebraska At Omaha
BS degree in Marketing Management



COMMUNITY

TreesUpstate
United Way of the Piedmont
United Way of Greenville County
Spartanburg County Foundation

ROBERT DAVIS

Present
1998

● **PRINCIPAL/DESIGNER/DEVELOPER**

at web|aggression - Greenville, SC

- A sole proprietor, all web design, creating clean, simple and functional websites.
- Web development, focusing on clean fast loading and easily navigable.
- Search Engine Optimization, achieving top ranking for keywords targeted by client
- Consulting with clients to maximize their online and offline marketing efforts
- Working directly with clients listening to their needs and customizing solutions based on time, functionality and cost that reach their target market,
- Managed sub contracted programmers, writers, graphic artists and other services ensuring projects are done timely and correct.
- Managing and administering dozens of websites.
- Designed a custom Content Management System to allow clients to update and maintain their own web sites.

1997 - 2001

● **INFORMATION SYSTEMS SUPERVISOR**

at Donald A. Gardner Architects, Inc. - Greenville, SC

- Including all my past responsibilities I began supervising a web site administrator and programmer.

System Administrator

- After completing many MCSE courses, I added Network and Server Administration to my list of responsibilities.

Information Systems Specialist

- My responsibilities included all the tasks of the Data Management position and added Help Desk and Technical Support duties. Supervised the development of the company website, adding ecommerce.

Data Management

- My responsibilities included managing all company data, running customized reports, and maintaining customer databases. I also handled an in house mailing list of over 130,000, streamlining the processes and improving the de-duplication.

Marketing Specialist

- My responsibilities included marketing programs to builders, realtors, developers and lenders nationwide via phone, print advertising and internet. I also marketed our services to consumers involved in the home building process.