



BRYAN MULL

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PROFESSIONAL HISTORY

Digital Marketing Manager, Isolator Fitness

Reading, PA — 2017

- Assisted with Magento to ShopifyPlus store migration with a 0% loss in organic traffic. Performed technical SEO fixing multiple issues with redirects, broken links, 404 errors, XML sitemap configuration, and Google Webmaster tools.
- Setup and configured Klaviyo email system. Created abandoned cart and post purchase email flows accounting for 30% of online store revenue since May 2017
- Performed on-page optimization (CRO) resulting in a 2% lift in conversion rate site-wide.
- Restructured and optimized Google AdWords campaigns producing a 400% ROI within 2 months.
- Setup and configured advanced ecommerce Google Analytics tracking.
- Trained staff on business data alignment principles and how to properly use online tools to improve search visibility.
- Design, developed, and optimized two Wordpress websites for partner businesses.

Digital Strategist, EZMarketing Agency

Lancaster, PA — 2016- 2017

- Developed proposal that landed the largest client in company history.
- Account Manager and primary contact point for local and national SEO clients.
- Created new Local Search Visibility program and provided leadership in developing processes and training employees.
- Performed in-depth Google Analytics and Google AdWords account audits.
- Provided strategic direction for the development of conversion based marketing plans that included website redesign, search engine optimization (SEO), paid search (PPC), social media, and email marketing.

Digital Marketing Manager, Mail Shark

Mohnton, PA — 2013-2016

- Optimized company Wordpress website and experienced a 497% increase in website traffic over a 2 year time period resulting in a 121% increase in organic search based leads.
- Managed \$120,000 annual adspend of paid search advertising with Google AdWords and Facebook increasing paid conversions by 120% over 2 year time period.
- Implemented advanced Google Analytics tracking, call tracking, and lead form submission tracking, and enhancing sales efforts by identifying top performing campaigns.
- Conducted weekly meetings and progress reports to the owner.



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Digital Marketing Manager, Savage Auto Group

Reading, PA — 2012-2013

- Created on-site internet lead capturing system that accounted for 30% of monthly dealership sales. Developed processes and hired an in-house team to manage internet lead center.
- Performed SEO on dealership websites increasing traffic by 600% within the first 3 months.
- Reduced costs by \$24,000 annually by developing processes and training an in-house team to manage vehicle photos and online inventory manager.
- Worked directly with Shift Digital to develop internet lead follow up best practices for Kia dealerships nationwide.

Digital Marketing Manager, Web Talent Marketing

Lancaster, PA — 2011-2012

- Restructured agency's project management and proposal process resulting in increased gross profits from \$350,000 to \$1,000,000 within nine months.
- Managed over 1,000 hours of production time and 40 active projects monthly.
- Helped develop digital strategies for website promotion, link building, Google AdWords, and social media campaigns.
- Conducted weekly team meetings and report progress to owners.

Digital Marketing Manager, BMull Consulting

Reading, PA — 2008-2011

- Developed and managed 60 business websites and related SEO campaigns.
- Managed production process and worked directly with graphic designers and web developers to produce websites and ecommerce stores.
- Blended Google Adwords, SEO, and social media with traditional advertising for maximum exposure.

Marketing Director, Pagoda Media

Reading, PA — 2001-2008

- Managed an eight person remote team that provided traditional and digital marketing consultation for clients located throughout the United States.
- Handled new business development which included networking, cold calling, and sales presentations.
- Graphic designer for corporate logos, product packaging, marketing materials, trade show graphics, and website layouts.

References available upon request