



# BRYAN MULL

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## PROFESSIONAL HISTORY

### Ecommerce Director | Isolator Fitness

Reading, PA — July 2017

- Oversaw management of e-commerce store producing \$4k daily gross shipping physical goods worldwide.
- Assisted with Magento to ShopifyPlus 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.
- Trained in-house marketing team to manage email campaigns, Amazon marketing, and off-page SEO efforts. Hired partners to manage Google Adwords and Facebook advertising creating a 400% ROAS within 2 months.
- Developed in-house protocols for managing phone calls, emails, live chats, Facebook messenger, and SMS texts. Created system for shopping cart abandonment and post purchase email flows accounting for 30% of monthly online revenue.
- Developed strategy for capturing Amazon customer information and encouraging repeat orders directly through the company website.
- Worked directly with CEO to develop new revenue streams and COO to improve project management processes. Worked directly with German wholesaler to increase presence in Europe & Russia.

### Digital Strategist | EZMarketing Agency

Lancaster, PA — 2016- 2017

- Primary contact point for digital marketing clients ranging from small business to enterprise level projects.
- Modernized agency by training SEO team to implement white hat tactics. Improved department efficiency by implementing project management system.
- Developed Local Visibility SEO program to open additional service offerings to small business market. Trained team members on how to implement tactics used within the new program.
- Worked with VP of Sales to produce a project plan and marketing calendar that secured the largest contract in agency history.
- Performed advanced configurations of Google Analytics accounts, conducted keyword research, competitive intelligence reporting, and optimization advice for paid search and paid social media advertising.

### 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 CEO and VP of Sales.



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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 Director | 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.



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## REFERENCES

Additional references can be viewed on my LinkedIn profile or personal website.

<http://bryanmull.com/impressions/>

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