



BRYAN MULL

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PROFESSIONAL HISTORY

Director of Sales & Marketing | Critical Design Associates, Inc

Reading, PA — August 2017 - current

- Management of inbound marketing activities including Hubspot configuration, website SEO, content marketing, and social media.
- Design and production of email marketing, website blog posts, trade show booth graphics, and marketing materials. Manage trade show presence and attend industry conferences.
- Train and manage inside sales reps coordinating outbound phone calls and email efforts. Meet directly with partners and vendors to develop sales strategies and define new business opportunities.

Senior SEO Consultant | Isolator Fitness, Inc

Reading, PA — April 2017 - August 2017 (4-month contract project)

- 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 agency 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 — May 2016 - May 2017 (12-month work agreement)

- Modernized agency by training SEO team to implement modern SEO tactics.
- Improved department efficiency by implementing project management system.
- Developed Local SEO program to open additional service offerings. Trained team members on how to implement tactics used within the new program.
- Primary contact point for enterprise level digital marketing clients. 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, conducted keyword research, competitive intelligence reporting, and optimization consulting for paid search and social media advertising.



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Digital Marketing Manager | Mail Shark

Mohnton, PA — December 2013 - May 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.

Business Development Center Manager | Savage Auto Group

Reading, PA — May 2012 - November 2013

- Created 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.
- Worked directly with Shift Digital to develop internet lead follow up best practices for Kia dealerships nationwide.

Digital Project Manager | Web Talent Marketing

Lancaster, PA — July 2011 - April 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, paid search, and social media campaigns.
- Conducted weekly team meetings and report progress to owners.

Digital Marketing Director | BMull Consulting

Reading, PA — May 2008 - July 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 lead generation websites and ecommerce stores.
- Blended Google Adwords, SEO, and social media with traditional advertising for maximum exposure.

Creative Director | Pagoda Media

Reading, PA — July 2001 - April 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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NON-PROFIT & EDUCATIONAL

Project Engineer | Youth Advocate Programs, Inc

Lebanon, PA — 2017

Worked directly with Youth Advocate Programs, Lebanon Valley College, and The United Way to develop a 12-week program that would assist troubled youth with learning web development skills.

Setup server architecture to accommodate 16 teams, each having an independent Wordpress environment. Email and video content were developed to show students how to create a new Wordpress website from start to finish.

At the end of the 12-week program, teams assembled and presented their work at a live gala hosted by Lebanon Valley College. The top three teams were awarded prizes.

“Streamlining Your Digital Life” | Educational Video Series

Reading, PA — 2017

Created 6-part educational video series explaining how to use online tools to manage projects, track time, manage passwords, and manage email inbox.

Guest Speaker | Albright College

Reading, PA — 2017

Presentation of "Website Best Practices and Digital Advertising Primer" in behalf of Adjunct Professor Charles Thomasset.

Website Producer | Habitat for Humanity

Reading, PA — 2016 - 2017

Design, host, and ongoing management for the web presence for Jubilee Music & Arts Festival at Joanna Furnace, raising funds for Habitat for Humanity of Reading, PA.

Guest Speaker | Penn State University

Lancaster, PA — 2016

Presentation of “Digital Marketing Best Practices” in behalf of Adjunct Professor Charles Thomasset.