



BRYAN MULL

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Agency Analytics
Google Analytics
Google Search Console
Hotjar
Moz Tools
Screaming Frog
SEM Rush
Yext

WordPress
WooCommerce
Shopify
WP Engine

Constant Contact
Hubspot
Klaviyo
Mail Chimp
Survey Monkey
Toggl
Trello
Zoho CRM
Zoom

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

PROFESSIONAL HISTORY

Digital Marketing Director | Crimson Agility

Phoenix, AZ — May 2021 - current

Manage (25) e-commerce SEO clients including strategy development, implementation, and reporting.

- Provide strategy consulting for SEO and paid search for e-commerce
- Manage production calendar of internal marketing team
- Google Tag Manager, GA4, and conversion tracking
- Leadership and mentoring for junior team members
- Google Ads and Facebook campaign and tracking management

Director of Marketing | Critical Design Associates, Inc

Lancaster, PA — October 2017 - October 2020

Develop and manage Demand Generation and SEO activities for an IT Consulting team providing software and SAAS services for Fortune 1000 companies.

- 133% increase in organic search traffic from 2019 to 2020.
- Conduct website crawls to fix broken links, 404 errors, and create 301 redirects as necessary.
- Identify link building and guest-posting opportunities.
- Review Google Analytics reports providing key findings.
- Saved the company \$30,000 annually by training staff and developing in-house processes for efficient management of the corporate website.
- Administration of CRM system and related automated marketing processes.

Search Engine Optimization Consultant | Isolator Fitness, Inc

Reading, PA — April 2017 - September 2017 (contract project)

6-month contract project that included a Magento-to-Shopify website migration, technical SEO, CRO, PPC, and marketing automation configuration.

- Assisted with Magento to ShopifyPlus e-commerce website migration with minimal loss in organic search 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 and off-page SEO efforts.
- Hired partners to manage Google Adwords and Facebook advertising creating a 400% ROAS within 2 months.
- Utilized Klaviyo for shopping cart abandonment and post-purchase email flows accounting for 30% of monthly online revenue.

Digital Strategist | EZMarketing Agency

Lancaster, PA — May 2016 - April 2017

Worked directly with the agency management team to help streamline operations and develop new sales programs.

- Performed advanced configurations of Google Analytics, conducted keyword research, competitive intelligence reporting, and optimization consulting for agency SEO clients



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- Collaborate with VP of Sales to produce a project plan and marketing calendar that secured the largest contract in agency history
- Increased agency service offerings and overall efficiency by training in-house practitioners to implement modern SEO tactics
- Acted as primary contact person for top level accounts
- Developed Local SEO program to open additional service offerings.

Digital Marketing Manager | Mail Shark Mohnton, PA — December 2013 - May 2016

During my time at Mail Shark I applied all my digital marketing knowledge to help grow the business and drive leads through the company website.

- 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 ad spend 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 enhanced sales efforts by identifying top-performing campaigns.
- Conducted weekly meetings and progress reports to the CEO.

Digital Marketing Manager | Savage Auto Group Reading, PA — January 2012 - December 2013

After selling my agency, I decided to focus my efforts on the client side of digital marketing and accepted an in-house role at Savage Auto Group of Reading, PA.

- Create an internet lead capturing system that accounted for 30% of monthly dealership sales.
- Developed sales processes and hired an in-house team to manage the internet lead center.
- Performed SEO on dealership websites increasing traffic by 600% within the first 6 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 - March 2012

In 2011 I sold my business to Web Talent Marketing and joined their team as Digital Project Manager while we transitioned clients.

- Managed over 1,000 hours of production time and 40 active projects monthly
- Reduce website development time by implementing new best practices
- Learn advanced SEO strategies by working with search team
- Conducted weekly team meetings and report progress to owners



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Digital Marketing Manager | BMull Consulting

Reading, PA — July 2008 - July 2011

In 2008, I purchased my business partner's portion of the business and continued to operate as a sole proprietorship increasing profits for the next three years.

- 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 e-commerce stores.
- Blended Google Adwords, SEO, and social media with traditional advertising to gain maximum exposure.

Creative Director | Pagoda Media

Reading, PA — July 2001 - July 2008

Collaborating with a business partner, together we developed a well-respected digital agency that won awards for website designs and received national recognition for beer packaging designs created for Legacy Brewing Company.

- Project manager of an 8-person remote team to provide logo development, print design, Flash websites, business websites, and e-commerce storefronts.
- In-house graphic designer for corporate logos, product packaging, marketing materials, trade show graphics, and website layouts.
- Handled new business development by business networking events, cold calling, and face-to-face sales presentations.

Marketing Coordinator | Avantext Inc.

Reading, PA — April 1998 - June 2001

I started my career as a Business Development representative and earned my way into the marketing department by producing graphics that caught the eye of the CEO.

- Graphic design of CD-Rom product packaging, magazine ads, website graphics, email campaigns, and marketing materials
- Worked directly with the Vice President to develop an annual marketing activity calendar consisting of direct mail campaigns, magazine advertisements, and exhibiting at live events
- Produce copywriting and graphic design for large scale direct mail campaigns
- Coordinated all aspects of exhibiting at industry trade shows and conferences