

Bryan Mull

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WORK EXPERIENCE

Digital Marketing Architect | Hammer Marketing | Allentown, PA | January 2024 - Current

- Provide personalized account management services, working directly with clients to understand and meet their digital marketing needs.
- Conduct competitive intelligence research to inform strategies and position clients advantageously in their respective markets.
- Collaborate intimately with e-commerce clients to optimize their online presence, sales strategies, and customer engagement.
- Actively participate in the AI council, contributing to the development and implementation of cutting-edge AI-driven marketing solutions.
- Play a key role in shaping and refining business processes to enhance operational efficiency and client satisfaction.
- Support business development efforts by assisting with new client acquisitions and sales initiatives, leveraging deep industry insights and marketing expertise.

Digital Marketing Director | Crimson Agility | Phoenix, AZ | June 2021 - November 2023

- Established and led a Digital Marketing Department within a web development company specializing in e-commerce, creating all processes and standard operating procedures to ensure efficient operations.
- Successfully recruited, trained, and mentored a high-performing team to manage client accounts, becoming billable resources while ensuring effective campaign execution.
- Developed a specialized technical SEO audit process tailored specifically to Magento and Adobe Commerce, positioning the company as an industry leader in technical SEO remediation.
- Worked closely with client ecommerce brands to develop strategies and implement comprehensive digital marketing campaigns utilizing SEO, Google Ads, and email marketing, with a strong emphasis on GA4, Google Tag Manager, and reporting.
- Conducted regular training sessions and worked directly with the development team to define SEO and analytics best practices ensuring migration processes aligned with SEO requirements.
- Streamlined content optimization processes by incorporating AI tools for efficiency and effectiveness.
- Mastered Google Analytics 4 (GA4) and Google Tag Manager, serving as the in-house expert and enabling the company to offer a broader range of analytics services to clients.
- Oversaw a portfolio of Google Ads clients, providing strategic guidance, campaign setup, and meticulous analytics configuration, including Google Merchant Center product feed management.
- Delivered strategic advice and implemented advanced email marketing flows using DotDigital and Klaviyo, driving client engagement and conversion.

Director of Marketing | Critical Design Associates | Lancaster, PA | October 2017 - October 2020

- Championed an SEO content optimization strategy, delivering an exceptional 200% surge in organic search traffic, optimizing online visibility, and expanding audience reach.
- Significantly reduced operational costs by successfully transitioning website and digital marketing campaign management in-house, optimizing efficiency, and diminishing external expenditures.
- Revolutionized talent acquisition strategies through active participation in college exhibitions and first-stage interviews, consistently unearthing top-tier professionals to drive company excellence.
- Engineered a targeted lead generation system that attracted C-level executives, securing their active participation in live cybersecurity events and providing a steady flow of leads.
- Innovated lead nurturing protocols and conducted comprehensive staff training, resulting in a highly responsive

follow-up system that propelled conversion rates to new heights.

E-Commerce SEO Manager | Isolator Fitness, Inc | Reading, PA | April 2017 - September 2017

- Spearheaded the seamless migration from Magento to Shopify Plus, ensuring minimal loss in organic search traffic during the transition, while optimizing the e-commerce website's performance.
- Drove technical SEO enhancements, meticulously addressing issues such as redirects, broken links, canonical errors, 404 errors, and XML sitemap configuration to enhance indexing within Google's search results.
- Equipped and empowered team members with in-depth training, enabling them to proficiently manage email campaigns and execute off-page SEO strategies.
- Collaborated directly with strategic partners to oversee and fine-tune Google Adwords and Facebook advertising efforts, delivering a remarkable 400% Return on Ad Spend (ROAS) within just two months.
- Leveraged the power of Klaviyo to implement highly effective shopping cart abandonment and post-purchase email flows, which played a pivotal role in generating 30% of the monthly online revenue.

SEO Manager | EZMarketing Agency | Lancaster, PA | May 2016 - April 2017

- Work directly with e-commerce clients to provide SEO strategies and digital tools to help with operational efficiency.
- Led the development of a localized SEO program, expanding the agency's service offerings and reinforcing its position as a comprehensive digital solution provider.
- Partnered closely with the VP of Sales to craft a compelling proposal that not only secured the agency's largest contract to date but also set new standards for client engagement and service excellence.
- Elevated agency capabilities and operational efficiency by conducting hands-on training sessions for in-house practitioners, equipping them with modern SEO strategies and best practices.
- Served as the primary point of contact for high-value top-tier accounts, ensuring seamless communication and exceeding client expectations in delivering results.

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

- Played a pivotal role as one of the company's inaugural employees, collaborating closely with the CEO and VP of Sales to establish robust internal digital marketing processes, which later served as the blueprint for the company's dedicated marketing department.
- Transformed the company's WordPress website, leading to an exceptional 497% surge in website traffic within a span of 2 years, resulting in a remarkable 121% increase in organic search-based leads.
- Effectively managed a monthly advertising budget of \$10,000 across Google Ads and Facebook, delivering an impressive 120% growth in paid conversions over the course of 2 years.
- Deployed advanced Google Analytics tracking, call tracking, and lead form submission tracking, enabling the creation of insightful reports that contributed to data-driven decision-making and strategy refinement.
- Conducted regular weekly meetings and delivered comprehensive progress reports to the CEO, ensuring transparency and alignment with the company's objectives and strategies.

Internet Marketing Manager | Savage Auto Group | Reading, PA | March 2012 - December 2013

- Pioneered the creation of an internet lead capturing system, a driving force responsible for a remarkable 30% of the monthly dealership sales, significantly bolstering monthly vehicle sales revenue.
- Formulated and implemented sales processes, accompanied by the strategic recruitment of an in-house team dedicated to the management of the internet lead center, further increasing physical visits to the dealership.
- Spearheaded an aggressive SEO initiative on dealership websites, yielding an impressive 600% surge in web traffic within the initial 6 months, enhancing online visibility and customer outreach.
- Realized substantial cost savings amounting to \$24,000 annually by crafting streamlined processes and facilitating the training of an in-house team to effectively manage vehicle photos and online inventory, optimizing operational efficiency.
- Collaborated closely with Shift Digital to design best practices for internet lead follow-up, successfully disseminating these strategies to Kia dealerships nationwide, which contributed to increased traffic to participating dealerships and a more cohesive national network of digital marketing efforts.

SEO Project Manager | Web Talent Marketing | Lancaster, PA | July 2011 - March 2012

- Successfully transitioned a business to Web Talent Marketing and assumed the role of SEO Project Manager during the client transition period.
- Played a key role in business development by assisting with proposal development and actively participating in new business meetings, contributing to the acquisition of valuable e-commerce clients.
- Effectively managed a substantial workload, overseeing more than 1,000 hours of production time and maintaining 40 active projects monthly.
- Became proficient in preparing keyword research and explaining Google Analytics reports to guide data-driven strategies for e-commerce clients.
- Engaged in continuous professional development, acquiring advanced SEO insights and skills by collaborating with internal team members and staying at the forefront of industry developments.
- Led weekly team meetings and reported progress to company owners, fostering transparency and effective communication within the organization.

Owner - Pagoda Media | Reading, PA | December 2001 - July 2011

- Owned and managed all aspects of daily operations, including accounting, new business development, and client management, ensuring the agency's success and client satisfaction.
- Collaborated with a business partner to oversee an 8-person remote design team, specializing in the development of interactive flash websites, e-commerce stores, and lead generation websites, resulting in high-quality digital solutions for clients.
- Pioneered the launch of the first Magento store for Storcks Automotive in 2008, staying at the forefront of e-commerce platform adoption and delivering innovative digital solutions.
- Demonstrated excellence in web design, winning the prestigious "Best Website of the Month" award from Creative Public in June 2004, showcasing a creative and innovative approach to web development.
- Achieved national recognition for product packaging design created for Legacy Brewing Company, contributing to the brand's success and market presence.

Marketing Coordinator | Avantext Inc. | Reading, PA | April 1997 - June 2001

- Proficiently handled graphic design tasks encompassing CD-ROM product packaging, magazine advertisements, website graphics, email campaigns, and marketing materials, enhancing brand visual identity and market presence.
- Collaborated directly with the Vice President to strategize and create an annual marketing activity calendar, featuring direct mail campaigns, magazine advertisements, and participation in live events, which helped to drive brand recognition and customer engagement.
- Contributed to the success of direct mail campaigns by producing compelling copywriting and graphic design elements, resulting in improved response rates and customer conversion.
- Played a pivotal role in coordinating all aspects of the company's presence at industry trade shows and conferences, from logistics to booth design and engagement strategies, ultimately leading to successful brand representation and lead generation.

INDUSTRIES

- | | | |
|---------------|-----------------------------|---------------------|
| ● Automotive | ● IT Information Technology | ● SAAS |
| ● Direct Mail | ● Agency Services | ● Retail E-Commerce |

SKILLS

- | | | |
|-------------------------------|-------------------------|---------------------------|
| ● Marketing Consulting | ● Technical SEO Audits | ● Website Production |
| ● E-Commerce Consulting | ● Keyword Research | ● HTML & CSS |
| ● Digital Campaign Management | ● Creative Copywriting | ● Team Training |
| ● Competitive Intel Research | ● Content Optimization | ● Talent Sourcing |
| ● Email Marketing | ● Off-Page SEO | ● Graphic Design |
| ● Analytics Consulting | ● Google Ads Management | ● Social Media Management |

APPLICATIONS

- Magento (all versions)
- Adobe Commerce (all versions)
- Shopify & Shopify Plus
- WooCommerce
- Big Commerce
- Hubspot
- SEMRush
- Screaming Frog
- Google Search Console
- GA4
- Chat GPT
- WordPress
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Klavivyo
- DotDigital
- Zoho Plus

NOTABLE MENTIONS

I launched my first online store in 2006, my first Magento store in 2008, and have dedicated my career to e-commerce.

Assisted HubSpot developers in creating their WordPress “LeadIn” plugin and attended the 2015 Inbound Conference in Boston, MA.

Developed viral designs for Legacy Brewing Company catapulting the company into meteoric success.

Created an after-school website production program for troubled teens by working with the Red Cross, Youth Advocate Partners, and Lebanon Valley College.