
Summary

- BS in Computer Science (Colorado State University)
- 15+ years experience in digital marketing, search marketing, SEO, & web development
- Superior communication & writing skills
- Excellent attention to detail, while maintaining speed and quality of work
- Google AdWords Certified Professional
- Google Analytics Certified Professional

Skills

Digital Marketing Strategy, eCommerce Marketing, Content Strategy, Email Marketing, SEM/Paid Search, Display Advertising, Social Media Advertising, SEO/Technical SEO, Keyword Research, Web Metrics/Analytics, Conversion Tracking, Google Analytics

Information Architecture, Functionality Discovery, User Interfaces, Usability Design, A/B Testing, Usability Testing

PHP, MySQL, Javascript/jQuery, WordPress, WooCommerce, Requirements Gathering, Process Improvement, Project Management

Career History**Owner/Consultant Kevin Udy Digital Marketing**

When: April 2018 - Present

Website: kevinudydigital.com

As the owner and solo consultant, I am dedicated to helping agencies and businesses who are looking for a professional, experienced, and responsive digital marketing expert. Working with me at Kevin Udy Digital Marketing gives my clients a one-on-one experience and help with a wide breadth of marketing services including SEO, paid search & social media advertising strategy, Google Analytics data analysis, WordPress web development, and more. I help businesses improve their web presence and reach customers online.

Digital Marketing Strategist at NerdyMind Marketing

When: March 2012 – April 2018

Website: nerdymind.com

As a Digital Marketing Strategist at NerdyMind I was tasked with creating and implementing a wide range of digital marketing campaigns for a variety of clients. I brought creativity and data analysis to my work in order to build effective, engaging, and data-driven marketing campaigns. I also collaborated with my team members on web development, UX design, and more. I managed projects and accounts, while aiming to always accomplish the goals of our clients efficiently and effectively.

I was also responsible for the development of digital marketing processes and training of fellow marketing team members.

Web Developer & SEM Specialist at CCSEO

When: September 2007 - February 2012

Website: ccseo.com

As CCSEO's sole Web Developer I was tasked with requirements gathering on upcoming projects, and building & maintaining modern websites for clients. My responsibilities included project management and frequent communication with clients, designers, & other team members.

I was also a regular contributor to a variety of SEO campaign efforts including SEO audits, search-friendly copy & code revisions, keyword research, on-page optimization, business profile development, & PPC campaign set up & management.