

Randy McCarthy IV

Digital Marketing Specialist and Web Developer with four years of in-depth, hands-on experience. Generating leads through PPC (pay-per-click) ads and SEO (search-engine-optimization). Excellent abilities with HTML, CSS, JS, Infusionsoft, Adobe Photoshop, Google Analytics, Facebook Ads, Adwords, and Bing Ads.

Work

Norton Norris – Director of Digital Marketing April 2017 – Present

Manages digital marketing campaigns for 5-10 small-to-medium sized colleges. Implements and develops campaigns consisting of: PPC management [~\$40k adspend/month] (Adwords/Facebook Ads/Bing Ads), Web Development, and SEO. PPC clients have seen increases of 50%+ in closed leads over past 6 months. Additional increase of 44.39%+ leads when analyzed year-over-year, resulting with clients enrolling 40%+ above enrollment goal.

MyBuyerListing – Online Marketing Specialist May 2016 – April 2017

Developed, created, and optimized content for SMS and e-mail marketing campaigns utilizing Infusionsoft. Constructed Facebook Ads - generating leads for less than \$2, with custom-built landing pages. Designed fliers, book covers, e-mails, ads, landing pages, and keynote presentations. Optimized and monitored web traffic through Google Analytics and HotJar analyses. Implemented A/B page split testing, increasing conversion rates 70%+.

Volo Broadband – Marketing and Public Relations Sep 2015 – May 2016

Increased overall rankings through online reviews stemming from ORM (online reputation management) campaigns increasing average rating of services “1-star” to “3-stars.” Efforts from ORM campaign resulted in Volo Broadband being named “Highest Internet Service Provider” throughout Urbana - Champaign. Designed, created, and optimized marketing materials used during conventions, press conferences, and promotions. Installation requests during last quarter efforts had seen increase of 50%+ compared to the previous quarter.

Arcadia LLC – Digital Marketing Specialist January 2014 – August 2015

Increased organic traffic 75%+ utilizing on-page and off-page SEO techniques – ultimately growing sales by 60%+ from commencement of campaign. Managed Facebook, Instagram, Twitter, and Pinterest social media accounts through Hootsuite. Optimized posting schedule of social media platforms, increasing conversions by 79% quarter-over-quarter. Developed websites through multiple CMSs: Wordpress, Magento, and Drupal.

Education

University of Illinois, Urbana-Champaign Graduated May 2013

Graduated with a Bachelor of Science in Psychology. Concentration in Social Psychology and Marketing.

Skills

Disciplines

Digital Marketing
Web Design
E-mail Marketing
Project Management
PPC Advertising

Technical Abilities

HTML, CSS, and JS/Jquery
Wordpress and Drupal
Adobe Photoshop
Infusionsoft/Mailchimp
Facebook/Adwords/Bing

Certifications

Google Analytics
Google Adwords
Hubspot Inbound