

AARON GREENE

MARKETING AND ADVERTISING

SUMMARY

Creative and knowledgeable Marketing Manager with extensive experience in developing data-driven marketing campaigns and strategies. Proven success in managing marketing teams, and monitoring performance of multi-pronged campaigns.

SKILLS

- Team Management
- Project Management
- Vendor Direction
- Budget Oversight
- Marketing Strategy
- Brand Development
- CMS Management
- Web Design
- KPI Analysis
- ROI Metrics
- SEO Site Structure
- PPC / SEM
- Email Marketing
- Photography
- Graphic Design
- Video Production

Software / Platforms

WordPress	HubSpot
Mailchimp	Photoshop
Illustrator	InDesign
Premiere	After Effects

Social Media

Facebook	Instagram
LinkedIn	Twitter
Hootsuite	Sprout Social

Google

Ads	Analytics
Search Console	Business Profiles

EDUCATION

BA, Organizational Dynamics - Psychology

Northeastern State University

CURRENT ROLE

7/2018 - Present
Marketing Consultant
Contract

FlyingTee	Plank and Mill	Oklahoma Joe's BBQ
OKKLE Studios	Riveting Cleaners	South Tulsa Grooming

PAST EXPERIENCE

9/2021 - 5/2022

Marketing Manager

Senior Star

Brand Development	Campaign strategy	Email marketing
Web design	KPI trend analysis	ROI measurements
Content creation	UX Optimization	Streamline lead gen

5/2019 - 9/2021

Digital Marketing Manager

GolfSuites / FlyingTee

Campaign strategy	Team management	Email marketing
Content creation	KPI trend analysis	ROI measurements
Social media	Graphic design	Video production

7/2017 - 7/2018

Digital Marketing Specialist

Ameristar Perimeter Security / Assa Abloy

Campaign strategy	Social media	Email marketing
Web design	KPI trend analysis	ROI measurements
Blog Content	Graphic design	Video production

3/2013 - 7/2017

Director of Digital Marketing

American Document Shredding

Web design	SEO	SEM
Logo design	Social media	Content creation
Email marketing	KPI trend analysis	CRM management

GreeneSkills.com



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