

AARON GREENE

Tulsa, OK | 918.409.5863 | greeneskills@gmail.com | [linkedin.com/in/greeneskills](https://www.linkedin.com/in/greeneskills) | [GreenSkills.com](https://www.GreenSkills.com)

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

- Marketing Strategy
- Social Media Marketing
- Content Strategy
- Sales Enablement
- Campaign Analytics
- Demand Generation
- SEM
- Email Marketing
- Web Design
- WordPress
- Product Marketing
- HubSpot
- Project Management
- Customer Acquisition
- Digital Marketing
- Content Development
- Marketing Analytics
- KPI Measurements
- Lead Generation
- PPC Management
- Communication
- Google Analytics
- Vendor Management
- Google Search Console
- Growth Marketing
- Marketing Leadership
- Performance Marketing
- ROI Metrics
- Content Marketing
- Web Development
- Media Strategy
- Lead Scoring
- B2B
- Blogging
- Adobe Creative Cloud
- Google Business Profile
- Customer Acquisition
- Communication
- Campaign Execution
- Growth Strategies
- SEO
- Content Management
- Web Analytics
- Google Analytics
- Graphic Design
- Video Editing
- Canva
- Advertising

EXPERIENCE

Andiamo | New York, NY | October 2022 - May 2023 | Digital Marketing Manager

- Manage agency providers, vendors, consultants and freelancers
- Optimize UX and SEO via web development and design
- Manage digital strategy for lead generating campaigns
- Migrate and rebuild entire company website to WordPress platform
- Budget oversight for digital ad campaigns
- Vendor management to maximize ROI in Google Ads, Facebook, and PPC advertising
- Lead the development of branding and corporate identity
- Develop and streamline qualified leads through sales funnels
- Event and live streaming webinar management

Senior Star | Tulsa, OK | September 2021 - May 2022 | Marketing Manager

- Strategize and oversee all promotional and advertising campaigns
- Manage agency providers, vendors, consultants and freelancers
- Optimize UX and SEO via web development and design
- Create engaging email campaigns, including remarketing workflows
- Maximize ROI in Google Ads, Facebook, and PPC advertising
- Strategize and manage social media campaigns on all platforms
- Lead the development of branding and corporate identity
- Develop and streamline qualified leads through sales funnels
- Review and approve visual content assets for use in all campaigns

AARON GREENE

Tulsa, OK | 918.409.5863 | greeneskills@gmail.com | [linkedin.com/in/greeneskills](https://www.linkedin.com/in/greeneskills) | GreeneSkills.com

GolfSuites / FlyingTee | Tulsa, OK | May 2019 - September 2021 | Digital Marketing Manager

- Implement ongoing advertising campaign strategies by identifying target demographics
- Supervise web design, SEO, PPC, remarketing, email campaigns, and social media
- Manage social media team on all platforms, creating engaging and shareable content
- Direction of photo shoots, videography, commercial video production, and radio scripts
- Oversee graphic design department, reviewing and approving all visual content
- Create and manage digital strategy criteria for lead generating campaigns
- Manage agency providers, vendors, consultants and freelancers
- Manage ad agency to maximize ROI in Google Ads, Facebook, and PPC advertising

Ameristar Perimeter Security | Tulsa, OK | July 2017 - July 2018 | Digital Marketing Specialist

- Marketing & advertising campaign strategy
- Multi-channel social media campaigns
- Copywriting for blog content creation
- Email campaigns, including B2B & B2C
- Web design & development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- KPI & ROI conversion measurements
- Graphic design for vertical product lines
- Commercial video production

American Document Shredding | Tulsa, OK | March 2013 - July 2017 | Director of Digital Marketing

- Development and design of company website
- Ongoing search engine optimization updates
- Creation of brand identity, streamlined across all channels
- Design and implementation of ongoing email campaigns
- Ongoing A/B testing of all marketing campaigns
- Website data gathered and analyzed via Google Analytics
- KPI measurements implemented on all active marketing strategies
- Client database management via HubSpot

Contractor | January 2013 - Present | Marketing Consultant

- Consultation, implementation and training across various digital marketing platforms
- Brand identity creation, including logo development and brand guideline documentation
- Blog copy and graphic design content generation
- Development and design of business and brand websites
- Search Engine Optimization (SEO) audits for company websites

EDUCATION

BA, Organizational Dynamics - Psychology

Northeastern State University | 2012-2014