

LARS HINDSLEY

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SR DIGITAL CONTENT MANAGER

Agency experienced full stack cross-functional 10 year expert SEO oriented content writer. Editor. Copywriter. Published author, (instructional guide.) Over 400 articles across many verticals and mediums from succinct technical instructions, operational work-flows, long form research articles and Subject Matter Expert (SME) interviews. Syndicated and featured on Huffington Post to industry enazines. Efficient work-flow process control has resulted in a 100 percent success rate in meeting deadlines over eight years.

Endless energy in creativity combined with strategic business marketing acumen applied to conceptualizing, drafting, executing and maintaining SEO friendly content management initiatives from a keen understanding of trends utilizing various data points. Find audience engagement data through keyword research using SEMrush and Google Analytics (GA).

Over 100 web projects have honed skills as a web development project manager. Cross-functional production skills include writing, copywriting, WordPress CMS, graphic illustration, video production/editing to client facing business proposals, SME interviews and research writing.

Exceptionally skilled in Photoshop with a full subscription to the Adobe Creative Suite. Work weekly in Adobe Premier, After Effects, Illustrator, In Design and Photoshop.

CORE COMPETENCIES

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|-------------------------------------|---------------------------------|-----------------------------------|
| ✓ Adobe Creative Suite | ✓ Event Tracking UTM Tracking | ✓ Podcast Production (Podcasting) |
| ✓ Auditing Monitoring Reporting | ✓ Google Analytics (GA) | ✓ Photoshop |
| ✓ Content Management | ✓ Google Search Console | ✓ Schema (Structured Data) |
| ✓ Content Management System (CMS) | ✓ Google Tag Manager (GTM) | ✓ SEM / SEO Analyst |
| ✓ Content Marketing | ✓ Graphic Illustration | ✓ SEMrush |
| ✓ Copywriting Copywriter | ✓ Hootsuite | ✓ Social Media Management |
| ✓ Cpanel | ✓ HTML 5 | ✓ Video Production & Editing |
| ✓ Doman Name Services (DNS) | ✓ MailChimp | ✓ WordPress & CMS / AMP |

CAREER HIGHLIGHTS

- ✦ Managed 100+ digital web initiatives
- ✦ Copy write producer of 400+ Call-To-Action (CTA) video thumbnails resulting in over 15 million views
- ✦ Negotiated multiple ad buys and trade agreements resulting in 25 percent customer growth in regional market
- ✦ Developed visual SEO initiative (copy write, production and editing) yielding over 15,000,000 total YouTube views
- ✦ Lead marketing department to grow of a small startup earning 100,000 annual income to 1,000,000 annual revenue
- ✦ Managed regional print advertising, radio advertising & digital advertising campaigns under \$60k annual budget
- ✦ Lead the redevelopment of a failing \$100,000 website development project. Quickly adjusting to a request to meet a two week deadline within a \$20,000 budget and stakeholder compliance

DM Media, Newark, Delaware

2008 - present

Sr Digital Content Manager

I manage internal and external properties, mapping goals based on all stakeholder needs. I develop and market websites for small businesses and companies, turning dormant properties into powerful sales tools accomplished through data analysis using reporting tools such as SEMrush. Liaise with prospects, write proposals, technical instructions, ad copy, crossheads and body content from pages to posts. As a hands on producer I practice early adoption maintaining knowledge of standards and trends through industry push notifications, webinars, Udemy courses and notable industry leaders mailing list and YouTube instructionals.

- Work closely with client, planning teams and SMEs to research, write and edit instructional content
- Guide campaign content strategy for homepage and owned channels, including the appropriate tracking and optimization to achieve campaign goals
- Manage small cross-functional projects accountable for design, development, and execution of b2b initiatives
- Enforce content governance through workflow management processes, style guides and mentoring
- Conceptualize natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS)
 - Research articles including listicles
 - Content Marketing
 - Pillar posts and topic clusters
 - Blogging
 - SME Interviews
 - Reviews
- Partner with web teams to optimize content, ex. establish pillar post format improving traffic 40% inside one year
- Lead and developed small team implementing content development supporting client audience
- Implement Agile Kanban workflow to improve digital supply chain to content partners and digital download assets
- Conceptualize natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS)
- Collaborate with cross-functional teams to build content marketing initiatives addressing stakeholder requirements.
Example: My recommended SEO changes lowered bounce rate from over 70% to 16% inside 120 days
- Audit content ensuring best SEO practices: Schema (structured data), meta tags, alt tags to H1 crossheads
- Define/update, revise client KPIs leveraging social media & properties increasing awareness and book sales by 200%
- Collaborate with cross-functional teams to build content marketing initiatives addressing stakeholder requirements.
Example: My recommended SEO changes lowered bounce rate from over 70% to 16% inside 120 days
- Increased client CTR by 50-1 by recommending specific and appropriate links both internally and externally, auditing internal broad property categories against specific topic pages establishing more activity between both the outbound link and inbound link properties
- Assist/lead micro marketing strategies, ex. track monthly traffic flow audits for daily, monthly, seasonal changes

NuPoint Marketing, Wilmington, Delaware

2017 - present

Freelance Cinematographer - part time

This aside has resulted in learning advanced technical camera skills. I have shot over 200 TEDx Talks and hand-held live performances for real-time Livestream audiences.

- Met critical role operating still camera one as a videographer for TEDx Wilmington with an audience of 100k Livestream audience. Worked closely with director to compose and frame shots
- Serve as a hand-held video camera operator for high-pressure live concerts in multi-camera shoots

SEO Analyst / Internship

May-Sept 2018

- Primary contact in onboarding clients, serving as subject matter expert in deliverable technical and organic SEO.
- Conduct site audits in SEMrush
- Collaborate with the Digital Marketing Strategist improving auditing workflow
- Utilize technical expertise in optimizing client sites in WordPress CMS
- Curate short and long form content utilizing research and analytic skills from MS Office and Google Suite

INTERESTS

Volunteer: Red Cross Greater Chesapeake Region, Disaster Relief Leadership Supervisor ID: 17350139 — Canal Little Board of Directors — Christiana Care Hospital — Tough Mudder Firefly Festival — New York Central Park Skate Patrol — SEO writer mentor — SEO Consultant to various Not-For-Profit Organizations

Personal: Bengal cat breeder. P/T Digital Magazine Managing Editor — Promotional Athlete — Authoring Novel: Aeroplane City — Author: *The Paintball Bible* ISBN: 9781693631030