

LARS HINDSLEY

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SOCIAL MEDIA MANAGER

I manage full campaigns, writing hundreds of ads and copywriting ads across a plethora of SEO topics. From UTM's created in social media campaigns to event triggers created for tracking behaviors on internal properties. Utilize SEMrush, MailChimp and various tools in coordinated campaign schedules.

Focused, organized writer. Video producer & editor. Podcast editor. Social Media Influencer. Work in a structured content creation process to develop buyer's journey content aligning goals (and brand integrity) of multiple departments, i.e. sales & support. 10+ years Content Management System (CMS) i.e. WordPress. Operate a lean Agile workflow developing UX piecemeal artifacts in natural environments

CORE COMPETENCIES

- ✓ A/B Testing (ad copy & content)
- ✓ Adobe Creative Cloud
- ✓ Auditing | Monitoring | Reporting
- ✓ Content Management
- ✓ Content Management System (CMS)
- ✓ Content Marketing
- ✓ Copywriting | Copywriter
- ✓ Cpanel
- ✓ Event Tracking | UTM Tracking
- ✓ Google Analytics (Advanced Certificate)
- ✓ Google Search Console (& site kit)
- ✓ Google Tag Manager (GTM)
- ✓ Graphic Illustration
- ✓ Hootsuite
- ✓ HTML5
- ✓ MailChimp
- ✓ Podcast Production (Podcasting)
- ✓ Photoshop
- ✓ Schema (Structured Data)
- ✓ SEM / SEO Analyst
- ✓ SEMrush (Various Certificates)
- ✓ Social Media Management
- ✓ Video Production & Editing
- ✓ WordPress & CMS / AMP

CAREER HIGHLIGHTS

- ✦ Copywriter to over 500 Call-To-Action (CTA) video thumbnails producing over 15,000,000 views (and video editor)
- ✦ Brand identity on-air representative achieving on-air authority contributor role with broadcast network affiliates
- ✦ Compensated Social Media influencer i.e. YouTube and Instagram with clients, Dye Precision and Byte teeth aligners
- ✦ Copywriter (including voice-over scripts) for over 30 radio commercials
- ✦ Produced over 500 YouTube videos reaching 50k subscribers with ½ million monthly evergreen views
- ✦ Directed regional print advertising, radio advertising & digital advertising campaigns under \$60k annual budget
- ✦ Volunteer Managing Editor mentoring a small staff of 9 contributing writers

DM Media, Newark, Delaware

2008 - present

Sr Content Manager

As a small agency managing partner my primary function is to develop static and dynamic websites, turning dormant properties into powerful sales tools accomplished through data analysis and reporting tools. A key role is to partner with internal and external outlets to develop marketable content. i.e. pages, posts to descriptive product technical specs. Liaise with SMEs, write proposals, technical instructions, ad copy, and crossheads. Technical writing responsibilities include internal procedures and client-side instructional documents.

- Conduct multi-dimensional site audits using various tools including SEMrush (certifications)
- Audit, organized and manage content assets
- Report UX deliverables in working partnership with shareholders, i.e. competitive analysis, wireframe, sitemap
- Govern best practices documentation, project procedures, Service Level Agreements, TOS and business contracts
- Write web development plans through close collaboration with developers i.e. brand, analytics, funnels, campaigns
- Develop interactive UX prototypes, style guides, funnels, campaigns, guides, and procedures to resolve customer support issues, mentorship and sales initiatives
- Organize content marketing campaigns in capture software i.e. Camstudio
- Produce podcasts and voice-over scripts for 100s of YouTube videos
- Write helpful guides for users on internal & external properties, i.e. MailChimp, Hootsuite, WooCommerce
- Conduct scores of Subject Matter Expert (SME) interviews i.e. print & audiovisual
- Conceptualize natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS), HTML5
- Facilitate timely delivery of content built in various digital authoring tools in Adobe Creative Cloud, i.e. Photoshop, LightRoom, Premiere After Effects, Illustrator, InDesign, Acrobat, InCopy, Rush, Prelude, Captivate
 - Visual SEO Content – Produced over 500 YouTube Videos in Premiere (similar to Final Cut Pro & iMovie)
 - Web media – Written 100+ research articles, technical writing, blog posts, and ad copy
 - Audible SEO Content – Produced, edited and published podcasts
- Collaborate with stakeholders, subject matter experts (SME) and cross-functional teams building instructional based content. i.e. GDPR guide

NuPoint Marketing, Wilmington, Delaware

2017 - present

Freelance Cinematographer - part time

This aside has resulted in learning advanced technical camera skills. My participation includes 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 the 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

PCM Network, Newark, Delaware

2009 - present

Freelance Writer | Photographer | Videographer

Part-time role as a creative outlet to fill gaps and keep in tune with cutting edge marketing techniques, the pulse of culture, and keep writing relevant in a colloquial tone needed to engage modern target audiences. Write pop-culture articles, listicles, ghostwrite content marketing, interview celebrities at red carpet events, and travel for story and research articles.

- Write critical reviews for an audience of over 100k weekly visitors in WordPress CMS resulting 14% increase in interaction
- Write HOW TO instructional breaking down technical jargon into easy to understand words
- Research and produced articles achieving syndication in major outlets including Huffington Post
- Responsible for managing high volume on-site social media channels engaging an audience of over 100k
- Monitor multiple listening streams to identify trends and creating projected content

SpyProductions, Bear, Delaware

1999 - 2007

President

Established this web services company and direct all aspects of daily operations. Position entails developing new business, locating vendors, establishing technical partnerships, multimedia marketing, and serving as project manager. Provide a customer base of more than 5,000 with services that range from software configuration to website development and maintenance.

- Collaborated with outside vendors, develop statement of work (SMW), negotiated contracts
- Draft and govern service level agreements (SLA) Terms of Service (TOS) and Privacy Notices
- Saved over \$60,000 in marketing costs to build business partnering with local radio station WJBR leveraging joint assets
- Lead contact in the development of over 200 HTML, PHP web application projects. Duties included bidding procurement, assisting in information architecture, developed schedule management, to monitoring and control through hands-on involvement with light HTML coding and composite graphic illustration, ensuring total customer satisfaction meeting stringent deadlines
- Expanded corporate revenue by introducing domain name registration services, an annual recurring revenue stream that realized \$10,000 in the first month of introduction

INTERESTS

Certifications: Google Analytics (Advanced) Expires 2023

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 Consultant to various Not-For-Profit Organizations

Personal: T.I.C.A. registered Bengal cat breeder. Digital Magazine Managing Editor — Promotional Athlete — Author: *The Paintball Bible* ISBN: 9781693631030