

LARS W. HINDSLEY

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DIGITAL MARKETING MANAGER

Remote SEO analyst, manager, producer. Research and exploit virgin SEO from low competition topics, undervalued keyword modifiers, structured data, visual SEO to satellite LSI terms. Keen attention to aligning user intent with on brand client goals. Utilize multiple certifications (Google Analytics — Semrush) to plan, research, and execute site audits to improve technical SEO across internal and external properties.

CORE COMPETENCIES

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

CAREER HIGHLIGHTS

- ✦ Developed and manage enterprise level SEO keyword map of 1000+ keywords
- ✦ Project managed design, development and implementation of 100+ websites
- ✦ Copywriter of over 400 Call-To-Action (CTA) video thumbnails resulting in over 15 million views
- ✦ Developed visual SEO initiative (Copywrite, production, and editing) yielding over 50k subscribers
- ✦ 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
- ✦ Syndicated and featured work on Huffington Post to industry engines
- ✦ Authored and published book in 2019

CIT, Burbank, California

April 2021 - present

Digital Marketing Manager

FT-remote. Oversee multiple properties. Responsible rebranding and managing multiple SEO campaigns for B2B & B2C web properties. WordPress, Elementor, and CSS, Illustrator, Lightroom, Premiere and Photoshop — designed, developed, and implemented, regional civil law property, global language services company, 500+ keyword map. Develop SEO content. Keyword research, auditing, and monitoring tools: GA, Semrush, Ahrefs, Screaming Frog, GTMetrix. UTM tracking, Google Tag Manager. Track user behavior. Report and improve content to meet KPI metrics (KD vs Vol) and improve CTA remarketing improved ad copy and user experience. Develop assets in-house as Photoshop expert. Produce backlink relationships . Oversee Google My Business and Pay Per Click (PPC) Search Engine Marketing campaigns.

DM Media, Newark, Delaware

2008 - 2021

Digital Marketing Manager

Full-cycle customer facing role. Sales, project manager, producer. Turn dormant web properties into powerful sales tools accomplished through data analysis and reporting tools. Onboard client, conduct SEO audits, initiate, and campaign, monitor and remarket.

- Write sales proposals in various apps including Microsoft Word to Adobe InDesign
- Manage internal and external Google Analytics (GA) accounts and properties
- Install Google Tag Manager (GTM) and GA scripts, & schema into HTML across various properties
- Define, update and revise client KPIs leveraging social media and web properties
- Conceptualize natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS)
 - Research articles including listicles
 - Content Marketing
 - Pillar posts & topic clusters
 - Blogging
 - SME Interviews
 - Reviews
- Implemented Agile Kanban workflow improving digital supply chain
- Collaborate with cross-functional teams to build content marketing initiatives addressing stakeholder requirements. Ex. Advised SEO changes lowered bounce rate from over 70% to 16% inside 120 days
- Drive internal marketing content initiatives i.e. ongoing SaaS (MailChimp) e-newsletter campaign to build brand authority impacting newsletter by 10% average growth monthly over 4 months

NuPoint Marketing, Wilmington, Delaware
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 and Screaming Frog
- 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

SpyProductions, Newark, Delaware

1999 - 2007

President

- Collaborated with outside vendors, develop statement of work (SMW), negotiated contracts.
- Saved over \$60,000 in marketing costs to build business by partnering with local radio station WJBR leveraging internal development assets in trade for valuable on-air advertising
- Expanded corporate revenue by introducing domain name registration services, an annual recurring revenue stream that realized \$10,000 in the first month of introduction
- Lead implementation of a B2B internal customer database of more than 10,000 members. Project requirements included multi-tiered services which range from software configuration to website development and maintenance – constructed in open source PHP SQL database
- Enhanced profitability by developing a turnkey admin-based web application that allows for the performance of end-to-end tasks, which eliminated the need for a salaried administrative position and producer

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