

# JOHN WALSH

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## DIGITAL MARKETING SPECIALIST

*Accelerating awareness for companies through strategic digital marketing campaigns*

**Innovative Digital Marketing Professional** with breadth of experience spanning social media, SEO, email marketing, and content marketing; aligns marketing functions with overall organizational goals focused on driving awareness. Highly in tune with evolving digital marketing trends. Exceptional developer of marketing campaigns focused on elevating brands in competitive markets. Strategic decision maker accustomed to leading transformation of digital presence that accelerate market share and profits for organizations. HubSpot certified: 2016.

### INNOVATIVE DIGITAL MARKETING STRATEGIES FUELING DEMAND FOR BRANDS

- |                   |                                 |                            |
|-------------------|---------------------------------|----------------------------|
| ▪ Email Marketing | ▪ Brand Awareness & Recognition | ▪ Customer Experience      |
| ▪ Social Media    | ▪ Strategic Marketing           | ▪ Product Messaging        |
| ▪ SEO             | ▪ Budget Management             | ▪ Consumer Insights        |
| ▪ Analytics       | ▪ Lead Generation               | ▪ Digital/Social Marketing |
| ▪ Customer Focus  | ▪ Online Advertising            | ▪ Customer Acquisition     |

### PROFESSIONAL EXPERIENCE

**HitsTech** | Hickory, North Carolina | 2015-Present

*IT managed services and solutions provider for healthcare and government clients.*

**DIGITAL MARKETING MANAGER:** Report directly to CEO and manage all aspects of digital marketing for company; drive development of social media and email campaigns focused on accelerating brand awareness and engagement. Provide expertise surrounding social media thought leadership and build consensus surrounding value of social and digital marketing.

- Developed consistent voice and messaging for Facebook, Twitter, and LinkedIn; boosted engagement by 60% and reach by 110% across all 3 platforms.
- Conceptualized and redesigned user-friendly and modern website in 2 months, enhancing professional image of organization while creating engaging content in digital form.
- Created and launched email marketing campaigns, raising open rate by 217% and click through rate by 133%.
- Promoted company's service offerings via social, online, and print content; increased online and social traffic by 11% and engagement by 5% for campaign.

**Valley Nursing & Rehabilitation Center** | Taylorsville, North Carolina | 2014-Present

*183 bed nursing home and rehab center with 100 employees.*

**SOCIAL MEDIA MANAGER:** Selected to assume control of dormant Facebook and digital marketing function. Leverage knowledge of Facebook algorithms to ensure effectiveness of social media campaigns and boost awareness of organization.

- Expanded reach organically for 3 consecutive years including 37% (2014), 66% (2015), and 50% (2016).
- Boosted engagement with consistent branded stories by 150%.
- Launched Flipbook video generating 6K impressions and Thanksgiving posts reaching 10K people; created Stand Out Shout Out campaign to recognize positive employee behavior and improve employee morale.

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- Gained recognition for Facebook page on national healthcare organization's blog and clients regularly referenced Facebook page as one of deciding factors in choosing center for care.

### **Good Night Sleep Site North Carolina | Statesville, North Carolina | 2016**

*Online sleep training organization with multiple sleep consultants.*

**DIGITAL MARKETER:** Provided digital marketing expertise to small business over 6 months, focusing on building brand awareness within local region. Performed SEO and improved consistency of digital marketing efforts with 72% ROI increase.

- Improved online traffic by 318% and social traffic by 620%.
- Increased direct traffic by 187%, referrals by 213%, and organic traffic by 376%.
- Attained first page SEO ranking on Google for relevant search terms.

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## **HEALTHCARE EXPERIENCE**

### **Valley Nursing & Rehabilitation Center | Taylorsville, North Carolina | 2013-2016**

*183 bed nursing home and rehab center with 100 employees.*

**MUSIC THERAPIST:** Conduct music therapy session with residents suffering from Alzheimer's, anxiety, pain, and depression. Successfully reduce inappropriate behaviors by 70%, anxiety by 38%, depression by 36%, and pain perception by 30% over 1 year period of time.

- Achieved runner up status for OPTIMA Award for outstanding, person-centric programs in nursing facilities.
- Established summer community program, boosting community interaction.

### **Benchmark Senior Living - Maple Woods at Hamden | Hamden, Connecticut | 2012-2013**

*Assisted living facility with 100 employees.*

**PROGRAM COORDINATOR:** Provided program coordination for locked dementia unit; initiated several new programs including music therapy, reminiscence, and computer programs.

- Ensured effectiveness of programs, garnering interest and engagement from residents.

**Additional career includes serving as Associate Band Director at Colorado Springs Christian Schools and as Music Teacher at Sierra Grande School District from 2003 to 2008**

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

Udacity - Nanodegree

**Digital Marketing**

University of Georgia - Athens, Georgia

**Masters in Music Education**

University of Northern Colorado - Greeley, Colorado

**Bachelor of Arts in Music Education**

**HubSpot Inbound Marketing Certification**

**Google AdWords Certification**