

# | Lonndugan | SEO & Digital Marketing Leader |

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Analytical, strategic marketing leader works in disciplines from opportunity analysis to product development, channel segmentation, identity, brand, message, production, delivery & service. Has led project, branding & marketing teams in corporate positions as well as startups in traditional, entrepreneurial & digital landscapes.

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## PROFESSIONAL EXPERIENCE

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### **BIG MARKETING SOLUTIONS, Sylvania, OH (Marketing Consultant) 2014 – Present**

#### **Digital Marketing Services / Consultant / WordPress Website Design & SEO / PPC / Local Search**

- Consistently ranks search engine optimization (SEO) clients on page one #1 at Google
- Develops Social Media pages for clients across LinkedIn, Facebook, Twitter & more
- Serves clients from local Painting Contractor to Global Solar Power Engineering Company
- Manages dedicated web and email servers, WordPress hosting services, email services
- Developed social media Tech & Talent Portal on WordPress for the University of Toledo
- Developed online Digital Photography School with freemium and social media model

### **MIDWEST MORTGAGE INVESTMENTS, Toledo OH (Mortgage Bank) 2012 – 2014**

#### **Mortgage Marketing Manager / Mortgage Loan Officer**

- Designed and launched new Website, performed SEO, managed AdWords & Salesforce CRM
- Launched SEO/AdWords campaign, improved lead generation 500% over phone book ads
- Designed presentations, image collateral, marketing collateral, implemented content strategy

### **BUCKEYE CABLESYSTEM, Toledo OH (Telecommunications) 2007 – 2011**

#### **Product Development Manager**

- Led cross functional teams from all business units as Project Manager & Task Team Leader
- Chaired teams of CEO, Vice Presidents, Directors, Senior Managers & Subject Matter Experts
- Drafted Social Media Strategy, Implemented Monitoring, Led Social Media launch
- Provided project management for Voicemail, Mobile Voicemail, Cell Phone & Set Top Box
- Launched Three Screen Real Estate Ad Network with TV, Internet Video & Mobile App
- Created / executed television and digital marketing strategy, startup plan, launch
- Hired / trained staff, supervised programmers, established & managed key partnerships
- Wrote TV ad scripts, supervised video shoots & edits, performed voice and on-camera talent

### **RE/MAX INTERNATIONAL, Toledo OH (Real Estate Sales) 2003 - 2007**

#### **Real Estate Marketing & Sales Team Leader**

- Increased web traffic 200% and lead generation by 400% with SEO and copy writing skills

### **LUCAS PRODUCTS CORP, Toledo OH (Manufacturing) 1988 – 1998**

#### **Principal: Health and Beauty Products Market Leader**

- Created global niche market leadership, managed advertising, PR, new product launches
- Managed trade shows increasing trade show sales 2000% with off peak pricing strategy
- Created Web Portal for entire industry, wrote trade magazine articles & certification classes
- Created Preferred Distributor Program, improved distributor and trade relations

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## EDUCATION

University of Toledo: Master of Liberal Studies: Concentration in Marketing Communications

University of Toledo: Bachelor's Degree, Applied Organizational Technology, Concentration in Digital Marketing

University of Toledo: Associate Degree, Marketing and Sales Technology

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**PRIOR WORK: NOTABLE ACCOMPLISHMENTS**

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- Managed global marketing, SEO, copy & content strategies to overcome competition rank on Google
- Routinely accomplished market leading position for brands, products, & companies
- Created and defended intellectual property, copy, content for brands and trademarks
- Led Consumer Health and Beauty Products manufacturer of injection molded plastics
- Created and launched profitable line extensions, new products, new brands, & new categories
- Extended aging product line at 15% price premium without increasing costs
- Improved margins by 25% through innovative advertising and pricing
- Represented industry in federal hearings, state legislature, and agency rules promulgation
- Managed identity, brands, value propositions, positioning statements, visual images, collateral
- Accomplished 70% domestic market share & growing global market share in health and beauty
- Created number one ranked business community Web Portal for emerging industry
- Wrote and presented certificate courses & professional state licensure training at conferences

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**BUSINESS SKILLS**

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- Communication, Listening, Verbal, Written, Visual, Email, Social Media, Multimedia
- Market Research, Data Analysis, Strategic Planning, Budgeting, Forecasting, Monitoring
- Business Plans, Marketing Plans, Establishing KPI's, Creating KPI Metrics Dashboards & Reports
- Integrated Marketing Communications, Advertising, Public Relations, Public Speaking, Report Writing
- Creative Direction, Script Writing, Video Production, Email Marketing, Desktop Publishing
- General Management, Operations, Products, Brands, Startups, Launches, Brand Evangelism, Pricing,
- Team Building, Implementation of Workforce Collaboration Tools, Social Media Policy Formulation
- Management of Strategic Pricing, Promotion, Distribution Channels, Supply Chains, Data Warehouses

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**COMPUTER SKILLS**

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- Microsoft Office Suite, Word, Excel, Access, PowerPoint, Publisher, Outlook
- Adobe Creative Suite, Photoshop; Illustrator, Dreamweaver; Fireworks, Flash, Premiere
- Network Server Administration, Remote Dedicated Server Administration, cPanel
- Digital Graphic Design, Digital Video Editing, Email Campaigns

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**INTERNET SKILLS**

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- Search Engine Optimization (SEO) & Pay Per Click (PPC) Search Engine Marketing (SEM),
- Web design, WordPress Website Design, WordPress Development WordPress Page Design, Blogging
- Management of Content, Social Media, Engagement, Lead Generation, Email Campaigns, Conversion
- Google Search Console, Analytics, & AdWords, SEMrush, Ahrefs, Wincher, SerpStat, SE Ranking, more
- CMS WordPress / Joomla Administration, Theme Customization, Plugin Configuration,
- Web / Mail / Streaming Media Server Administration: cPanel, Plesk, other control panels
- Web Applications Configuration, Customization, Editing HTML, CSS, JavaScript, PHP, MySQL
- Digital Marketing, Ecommerce Development, Webmaster Service, Interactive & Streaming Media
- Rapid Web Site Design & Launch, Email Marketing, Drip Campaigns, Automated Marketing, Salesforce,
- Website ADA Compliance Review, Testing, Improvement, Tenon, Digital Media Management

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**SOCIAL MEDIA SKILLS**

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- Social Media Content Strategy, Reputation Management, Engagement / Community Management
  - Created Company Pages, Managed Content, Added Applications for Lead Capture For LinkedIn, Facebook, Twitter, Blogger, WordPress, YouTube, Google+, Instagram, other social media platforms
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