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SHAWN LYLES

MARKETING DIRECTOR | SHAWNLYLES.COM

OBJECTIVE

Results-driven creative professional with the willingness to learn and dedication to get the job done. With a proven track record of generating new business through the execution of successful marketing strategies. Excel at cultivating new customer relationships with decision makers. Adept at evaluating marketing conditions, clearly defining a brand and understanding and catering to the target market and target customer. Currently seeking a management position in Marketing which will effectively utilize my 8+ years of acquired skills, listed below:

SKILLS

SEO, SEM, Social Marketing
Email Marketing, Team
Management, Business
Development, Account

EXPERIENCE

WEB MANAGER & DIGITAL CONTENT DIRECTOR • CGNET • APRIL 2018 – PRESENT

- Maintain the companies online digital fingerprint
- Completely redesigned the company's website twice over a four-year period.
- Managed multiple social media advertising campaigns, helping to build the brands newly updated imagine.
- Managed web content and facilitated its implementation into marketing campaigns.
- Manage Weekly email marketing campaigns to stay in front of our customers and generate new business.
- Manage SEO by track and ranking 100's of relevant keywords via backlink campaigns and content development.
- Track leads and full sales process in Dynamics 365 (Microsoft's CRM)
- Website admin for all CGNET's digital properties.

MARKETING MANAGER • NEW MOVEMENT MEDIA • APRIL 2011 – PRESENT

- Ran PPC campaigns for New Movement Media to gain clients.
- Maintained AdWords clients for New Movement Media.
- Maintained over 40 social media marketing business profiles at once.
- Lead press release copywriter and handled PR Newswire accounts.
- Designed and maintained over 20 WordPress websites.



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@MOVEMENTMEDIA



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/IN/NEWMOVEMENTMEDIA



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Management, Customer Relations, Change Management, Sales, HTML5, WebDev, WinDev, WinDev mobile, Graphic Design (photoshop), WordPress, Joomla, Dynamics 365, Salesforce, Marketo, Office 365, HubSpot

- Maintained over 30 SEO clients at once (Ranking multiple keywords, tracking backlinks, competitor researching.
- Sold multiple domain name properties for thousands of dollars.
- Ranked and sold websites on Flippa and SEDO

MARKETING MANAGER • LEAPFISH • JULY 2009 – AUGUST 2010

- Presented CEO and the executive team with a new and untapped advertising model/idea that was implemented and had potential to net the company over a million dollars extra revenue annually.
- Continuously rated in the top 3 out of 50 + sales reps.
- Provided internet advertising consultation to several business owners from a growing internet startup company.
- In charge of doing Keyword research for advertisers
- Implemented great teambuilding skills by giving advice when needed as well as accepting feedback graciously.

MARKETING ASSOCIATE • TARGET MEDIA PARTNERS • SEPTEMBER 2004 – JANUARY 2009

- Awarded top insides sales representative in 2005
- An integral part of a sales team, helped the newspaper achieve its best sales results ever (over its 37-year history) for the year 2005.
- Managed, developed and provided advertising consultation for several business accounts for a weekly classified publication with an online presence.

CERTIFICATIONS

Google Analytics Certified
(June 2018)

Google AdWords Certified
(June 2018)

Certified Web Developer
(LearnToProgram, 2017)

Microsoft Dynamics CRM certified professional
(September 2015)

Microsoft Certified Professional
(August 2015)



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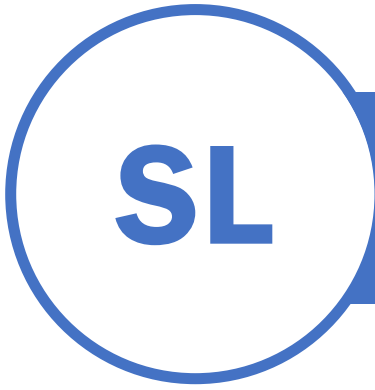
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EDUCATION

**B.A.S IN SOUND & MEDIA ARTS • JUNE 2009 • EXPRESSION
COLLEGE OF DIGITAL ARTS**

Graduated with a 3.5 GPA and was the Sound Arts Senior Class President from 2008-2009.

VOLUNTEER EXPERIENCE OR LEADERSHIP

Did you manage a team for your club, lead a project for your favorite charity, or edit your school newspaper? Go ahead and describe experiences that illustrate your leadership abilities.



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