

I'm a **Digital Marketing & Content Creation** expert with some really neat **Bonus Skills!**

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- Content Marketing
- Marketing Automation
- Social Media Marketing
- SEO/Keywords/Analytics

☑️ **8+ years!**

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- Article & Copywriting
- Email Writing
- Social Media
- Graphic Design

☑️ **13+ years!**

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- Event Marketing
- WordPress
- Marketing Strategy
- Project Management

😊 **Busy, busy!**

Work History

Content Writer/Creator/Team Lead - Strategy 11 (Formidable Forms)

Remote - Utah, United States (Jan 2020 – April 2021) / [Software Industry](#)

- Content Marketing (SEO Content Writing, Keyword Research, Content Planning, Analytics)
- Email Content Creation (Copy & Design for Email + Web, Social Media, & Landing Page Copy)
- Digital Marketing (Email Automation, Email Drip Campaigns, Promotional Campaigns)

Highlighted Achievements

- Got Formidableforms.com to page 1 for target keywords with content-driven domain SEO strategy
- Wrote a prolific amount of SEO articles & content (90,000+ words in 1 year - a novel's worth!)
- 75% of articles written have landed on page 1 of Google for the main target keywords
- Researched & planned content calendar that grew traffic 25% and revenue 20% in 1 year
- Edited and re-wrote dozens of articles for SEO, boosting traffic & rank of each article immensely

Marketing Team Lead - Cruise Connections Canada

Vancouver, Canada (Sep 2018 – Nov 2019) / [Travel Industry](#)

- Digital Marketing (Email, Lead Gen, Social Media, Content, SEO, WordPress, Events)
- Branded Content Creation (Copy & Design for Email, Web, Social, Print)
- Marketing Automation (List Building, Email Drip Campaigns, Lead Nurturing)

Highlighted Achievements

- Digitally generated 45+ million in revenue (Using 80% email & 20% digital ads)
- Grew email list +8000 subscribers (Contests & on-site optimizations)
- Increased leads by 250% (Optimized email marketing campaigns)
- Designed travel events that generated 10+ million in revenue (5 events, 5 cruise lines)

Digital Marketing & Content Specialist - Kumon Canada

Vancouver, Canada (Jan 2017 – Jan 2018) | [Education Industry](#)

- Digital Marketing (Content, Social Media, Blogging, SEO, Drupal)
- Branded Content Creation (Blog Articles, Print Materials, Print/Digital Ads, Web Graphics)

Highlighted Achievements

- Blog content created increased online conversions by over 500%
- SEO and promotion efforts increased organic traffic by over 200%
- Devised marketing strategies that increased growth by 8% in 1 year Canada-wide
- Increased blog engagement by 300+% (+ page views, + time-on-site, reduced bounce rate)

Ryan Cordoni

✦ Marketing & Content Guy

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👜 Portfolio Website 🧑🏻 LinkedIn Profile

Skills

Digital Marketing

- ★ ★ ★ ★ ★ Google Analytics
- ★ ★ ★ ★ ★ Keyword Research
- ★ ★ ★ ★ ★ SEO Tools
- ★ ★ ★ ★ ★ SEMrush
- ★ ★ ★ ★ ★ Asana
- ★ ★ ★ ★ ★ Hubspot

Content Creation

- ★ ★ ★ ★ ★ WordPress
- ★ ★ ★ ★ ★ Adobe Creative Suite
- ★ ★ ★ ★ ★ Google / MS Office
- ★ ★ ★ ★ ★ Ableton Live (Audio)
- ★ ★ ★ ★ ★ Video Editing
- ★ ★ ★ ★ ★ HTML/CSS

Automation & Web

- ★ ★ ★ ★ ★ ActiveCampaign
- ★ ★ ★ ★ ★ Email Automation
- ★ ★ ★ ★ ★ Social Automation
- ★ ★ ★ ★ ★ Buffer
- ★ ★ ★ ★ ★ Slack
- ★ ★ ★ ★ ★ Zapier

Education

College

Marketing Management Diploma of Technology
British Columbia Institute of Technology / 2007

Graphic Design Associate Degree
Sessions School of Design / 2008

Certifications & Courses

✦ Click to view the certificate

Digital Marketing Certificate ✦
[Google / 2019](#)

Email Marketing Certificate ✦
[Hubspot Academy / 2019](#)

Unbounce Landing Page Course
[Unbounce / 2019](#)

Digital Marketing Learning Path ✦
[LinkedIn Learning / 2018](#)

Google Analytics Certificate ✦
[Google / 2016 - 2019](#)

Content Marketing Certificate ✦
[Hubspot Academy / 2019](#)

Social Media Advertising
[Learn with Buffer / 2019](#)

Content Strategist Learning Path ✦
[LinkedIn Learning / 2018](#)

SEO Fundamentals Certificate ✦
[SEMrush Academy / 2019](#)

Growth-Driven Design Certificate ✦
[Hubspot Academy / 2019](#)

Marketing With Ahrefs
[Ahrefs Academy / 2019](#)

Graphic Design Learning Path ✦
[LinkedIn Learning / 2018](#)