

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

↓

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

---

☑ **11+ years!**

↓

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

---

☑ **13+ years!**

↓

- Event Marketing
- WordPress/Drupal
- Marketing Strategy
- Project Management

---

😊 **Busy, busy!**

## Work History

### Content Team Lead - Strategy 11 (Formidable Forms & Business Directory Plugin)

Remote - Utah, United States ( Jan 2020 – Present ) | [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, Lead Nurturing)

#### Highlighted Achievements

- Got Formidableforms.com to the first page of Google for competitive high-volume keywords
- Wrote a prolific amount of SEO articles & content (90,000+ words after 1 year - a novel's worth!)
- 80% of articles written landed in the top 5 of Google search results for top target keywords
- Researched & planned marketing content calendar that helped the company grow 65% in 1 year
- Edited and re-wrote dozens of articles for SEO, boosting the 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

hello@ryancordoni.me | 604.704.4684

## Marketing/Design Software & Skills

### Digital Marketing & Web

- ★ ★ ★ ★ ★ Google Analytics
- ★ ★ ★ ★ ★ Google Docs
- ★ ★ ★ ★ ★ Google Sheets
- ★ ★ ★ ★ ★ Google Slides
- ★ ★ ★ ★ ★ Keyword/SEO Tools
- ★ ★ ★ ★ ★ Microsoft Office
- ★ ★ ★ ★ ★ WordPress

### Content Creation & Design

- ★ ★ ★ ★ ★ Ableton Live
- ★ ★ ★ ★ ★ Adobe Photoshop
- ★ ★ ★ ★ ★ Adobe Illustrator
- ★ ★ ★ ★ ★ Adobe InDesign
- ★ ★ ★ ★ ★ Adobe Creative Suite
- ★ ★ ★ ★ ★ Any Email Software
- ★ ★ ★ ★ ★ HTML/CSS

### Marketing Automation

- ★ ★ ★ ★ ★ ActiveCampaign
- ★ ★ ★ ★ ★ Email Automation
- ★ ★ ★ ★ ★ Buffer
- ★ ★ ★ ★ ★ Asana
- ★ ★ ★ ★ ★ Social Automation
- ★ ★ ★ ★ ★ SEMrush
- ★ ★ ★ ★ ★ Zapier

## Profiles & Portfolios



Portfolio Website



LinkedIn Profile



Behance Portfolio

## 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 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