

MICHAEL RAMSEY

Senior Digital Marketing Professional

ramsey.web@gmail.com | [226.504.1005](tel:226.504.1005)

London, Ontario, Canada

Please visit michaelramsey.ca to view the full interactive resume.

PROFILE

Over the last 14 years I have had the pleasure to work across the full range of digital marketing related positions. I have worked freelance, in a small start-up with friends, in-house client side, and in several different agencies. In this time, I have worked with businesses ranging from sole proprietorships to large international enterprises and everything in between.

I am dedicated, driven and passionate; able to quickly and easily pick up new skills and understand new systems. I have a passion for efficiency and I can't help coming up with ways to simplify, systematize, and automate wherever possible.

I love what I do. It's more than just a career and I am eager to work with people who feel the same way. So, if your company has a vibrant culture, is eager to constantly improve upon itself, is dedicated to success, and most of all, you genuinely love what you do, then I will be an indispensable asset.

SKILLS

DIGITAL MARKETING

| | | | | | |
|-------------------------|-------|------------------------------|-------|------------------------|-------|
| Technical SEO (On-Site) | ■■■■■ | Link Building (Off-Site SEO) | ■■■■■ | Local SEO | ■■■■■ |
| Google/Bing Search Ads | ■■■■■ | Competitor Analysis | ■■■■■ | Social Media Marketing | ■■■■■ |
| Social Media Management | ■■■■■ | E-Mail Marketing | ■■■■■ | International SEO | ■■■■■ |
| B2B vs. B2C | ■■■■■ | Programmatic Advertising | ■■■■■ | Video Advertising | ■■■■■ |

MANAGEMENT

| | | | | | |
|-----------------------------|-------|--------------|-------|--------------------|-------|
| Team Management | ■■■■■ | Hiring | ■■■■■ | Project Management | ■■■■■ |
| Scheduling and Coordination | ■■■■■ | Multitasking | ■■■■■ | Strategic Thinking | ■■■■■ |

WEB DESIGN, ANALYTICS & CRO

| | | | | | |
|-----------------------|-------|-------------------|-------|------------------------------|-------|
| UI/UX Design Analysis | ■■■■■ | Google Analytics | ■■■■■ | Conversion Rate Optimization | ■■■■■ |
| Google Tag Manager | ■■■■■ | Usability Testing | ■■■■■ | Adobe Analytics | ■■■■■ |
| Adobe Creative Suite | ■■■■■ | | | | |

WEB DEVELOPMENT

| | | | | | |
|------------|-------|---------------------------------|-------|-----|-------|
| HTML / CSS | ■■■■■ | JavaScript | ■■■■■ | PHP | ■■■■■ |
| MySQL | ■■■■■ | Hosting & Server Administration | ■■■■■ | | |

OTHER SKILLS

Excel / Google Sheets



PowerPoint / Keynote



Project Management Software



Windows



OSX



Linux



Editing



Copywriting



EXPERIENCE

tbk Creative

Position: VP Digital
Site: tbkcreative.com
Period: September 2016 - November 2018

During my time with tbk Creative I led the digital team and delivered high value internal projects, handling tasks and responsibilities such as:

- **Team leadership** introducing and refining processes, conducting training, reviewing work, and providing direct team support.
- **Search engine optimization** delivering consistent growth to client websites.
- **Digital advertising** driving strong results via channels such as search, email, display, programmatic, and social media.
- **Conversion rate optimization** using split testing for incremental improvements.
- **Analytics** setup and reporting including advanced event, dimension and metric tracking solutions.
- **Automation** for routine tasks such as ad budget pacing and reporting.
- **Software solutions** introduced such as SEMRush, call tracking, Google Tag Manager, and Google Data Studio.
- **Sales support** assisting in quoting projects and services, creating statements of work, and attending sales meetings.
- **Vendor management** for services such as programmatic advertising, email marketing, and call tracking.
- **Staff performance analysis** tools built and managed.
- **Revenue and profitability analysis** built to analyze all projects and services.
- **Invoice management** including review and approval of all invoices.

Reprise Media

Positions: Associate Director, SEO
SEO Manager
Site: reprisemedia.com
Period: May 2014 - August 2016

Working with Reprise Media gave me the opportunity to bring my skills to enterprise clients such as major automotive brands, large telecoms, international beauty brands, and pharmaceutical companies. During my time with Reprise I took on:

- **Team leadership** including professional development, project management, weekly scrums, work review, and training.
- **Technical SEO** delivering advanced solutions for complex enterprise CMS'.
- **Content SEO** both tailored for small regional sites and scaled for massive international needs.
- **Link building** via unique activations tailored to particular client needs to attract valuable organic links.
- **Paid search** team support for advanced scripting automation solutions.
- **Analytics** setup and reporting including advanced event, dimension and metric tracking solutions.
- **Sales support** assisting in quoting services, creating presentations, and attending sales meetings.
- **Reporting automation** using Analytics Edge to build advanced API driven Excel macros.
- **Cross-channel collaboration** with sister agencies to align search activities with social, programmatic, and traditional media.

TechWyse

Position: SEO Manager
Site: techwyse.com
Period: September 2012 - May 2014

TechWyse provided a wealth of experience from the wide array of clients I had an opportunity to work with. Each had unique challenges and strengths within their respective industries. Hundreds of different clients spanned the gamut from sole proprietor small businesses to major international corporations. My role included working on:

- **Team leadership** of dozens of off-shore workers in India including both in-person and virtual training and management.
- **Analytics** setup and reporting including advanced integrations with third-party systems.

- **Technical SEO** at scale for hundreds of websites across numerous different CMS'.
- **Content SEO** that needed to maintain high quality English from outsourced workers.
- **Link building** streamlined using a system I oversaw the building of to manage and track efforts at scale.
- **Client & sales support** when SEO needs were discussed.
- **Conversion rate optimization** work on high value sites to drive consistent growth.
- **Content creation** including blogs and videos to educate and promote TechWyse's online community.

The Successful Investor

Position: Webmaster / Digital Marketing
Site: tsinetwork.ca
Period: October 2010 - September 2012

While working at TSI I was involved in many different aspects of the development, maintenance and marketing of the business online. I smoothly transitioned between a variety of different responsibilities as needed, including those noted below:

- **Technical SEO** to help drive consistent improvements in organic search traffic.
- **Link building** promotion efforts to naturally build the authority of the website.
- **Analytics** implementation updates and reporting.
- **Usability testing** to collect feedback directly from users and distill this information into actionable insights to guide future updates.
- **Website development** work to support theme and site content updates as needed.
- **Email marketing** including the setup of numerous weekly emails sent to tens-of-thousands of subscribers.
- **Content SEO** direction for the free articles posted on a regular basis.
- **Conversion rate optimization** through consistent split testing in emails, on-site, and in paid campaigns.
- **Social media marketing & management** working to schedule posts and monitor engagement.

KaizenSEO

Position: Lead Analyst
Period: April 2009 - September 2010

KaizenSEO was the natural extension of the work I did hiring an overseas team for Greentea Design's needs. Our close-knit team in Toronto gradually expanded to undertake additional projects thanks to our growing company. We started taking on various short-term client work and eagerly expanded our knowledge of different industries.

Among our projects were an online hobby store, a real estate agent website, a blog and info site for a minor celebrity, and a local cinema. We also worked on various internal projects, notably a social mapping platform.

Greentea Design

Position: SEO / Digital Marketing
Period: Jan 2005 - September 2010

Working with Greentea Design offered the opportunity to get my start in digital marketing, conversion rate optimization, and various other areas of internet technology and business. I handled many responsibilities including:

- **Technical SEO** to help drive consistent improvements in organic search traffic.
- **Link building** via both black and white hat tactics that worked well in the early days of Google.
- **Analytics** reporting and analysis using ClickTracks and later Google Analytics.
- **Usability testing** to collect feedback directly from users and distill this information into actionable insights to guide future updates.
- **Outsourcing** to the Philippines, conducting interviews, testing applicants, and hiring.
- **3D Modeling** of furniture for custom client orders via SketchUp.
- **Team management** of the outsourced team in the Philippines including work review, task management and training.
- **Email marketing** to drive engaged users back to the site on a regular basis.
- **Content SEO** that was fine tuned to achieve rankings across a broad set of terms in the US and Canada.
- **Conversion rate optimization** through split testing on-site.
- **Digital marketing** working with the very early versions of many of the systems that are ubiquitous today.



EDUCATION

York University

Bachelor of Arts

Major: Philosophy – Minor: East Asian
Studies

Graduated with Honours, Spring 2008

ABOUT MICHAEL...

BIOGRAPHY

I am an outgoing and gregarious person who loves to discuss new ideas. I tend to seek common ground rather than belabour my arguments. I'm quick to discover how to relate to new people and build a good rapport.

I grew up in Toronto, attending York University for a major that interested me while studying tech topics in my free time.

My wife and I moved to London a few years ago to pursue new career opportunities and a more affordable cost of living.

INTERESTS & HOBBIES

- Reading Fiction & Non-Fiction
- Boardgames
- Bicycling
- Dungeons & Dragons
- Computer Hardware
- Craft Beer & Tea
- Video Gaming
- World News & Politics

CONTACT MICHAEL RAMSEY

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