

ANDY GIRARD



DIGITAL MARKETING / WEB PROFESSIONAL

EXPERTISE



Project Management
Product Management
Digital Marketing
Problem Solving
Communication
Leadership
Analysis
Attention to Detail
Organization

SKILLS



SEO / SEM
Photoshop
WordPress
HTML / CSS
Video Editing
Analytics
Social Media
Reporting
Budgeting
MS Office

EDUCATION



State University of New York at Oswego
BA: Mass Communication & Broadcasting
1996 - 2000

EXPERIENCE

Freelance Digital Marketer & SEO Strategist

Jun 2016 - Present

- Working with local businesses to redesign their web sites, create new marketing initiatives, expand social media, and train them how to continue growing their online presence
- Working through the online freelance site Upwork to make continual Wordpress site updates and SEO changes for small businesses and individuals

Trovare Business Solutions

Digital Marketing & SEO Consultant

Remote

May 2018 - Nov 2018

Managed the company's digital properties including the website trovarebusinesssolutions.com, as well as the blog, and coordinated their social media presence, including LinkedIn, Facebook, Twitter, & Google+

- Spearheaded a website redevelopment project that introduced a responsive platform, a modern design, and a newly structured blog format
- Performed a full SEO audit of the website, updating all page titles, meta descriptions, header tags, page content, images (ALT tags), site architecture, and internal linking strategies
- Created a schedule and collaborated with colleagues to post over 30 new content pieces to the Trovare blog in the last 3 months, including expert advice, industry updates, & how-to articles
- Completed a comprehensive analysis of the company's top competitors and generated a list of 250+ new keywords and phrases to build content around
- Developed new marketing materials (PowerPoint templates, email templates), brand guidelines (logos, color palette, messaging), a company tagline, and company business cards
- Month over month results for the website: increase in visits (60%), new visitors (44%), visits originating from organic (45%), and average daily keyword impressions (2,000+%)

Traveled the World

Sep 2015 - May 2016

- Expanded economic and cultural views while exploring 27 countries in 8 months of extensive travel across 4 continents
- Created, launched, and managed the website MoneyLeftForTravel.com, attracting 9,000 monthly visitors
- Adapted to find new opportunities whenever unforeseen issues forced us to change our plans
- Communicated verbally and nonverbally to overcome language and cultural barriers

Monster Worldwide

Product Manager

Chicago, IL

Apr 2008 - Aug 2015

- Managed 100+ education lead generation web sites which generated over 400K unique monthly visitors and \$3MM in revenue annually
- Partnered with our digital marketing agency to build our brand, manage SEO initiatives, run social media campaigns, and create compelling content; increasing traffic by over 50%
- Tracked monthly revenue, traffic, and spend in order to deliver progress reports, revenue forecasting, and budget updates to upper management
- Drove traffic to lead generation web sites and landing pages through PPC advertising, social media ads, and SEO techniques
- Kept abreast of new products and technologies that helped automate site functionality, drive additional traffic, and generate more qualified leads for our clients

WebMD / Medscape

Web Producer - Production

Project Manager - Sales Operations

New York, NY

Jun 2005 - Feb 2008

Oct 2002 - Jun 2005

- Collaborated with 190 journal publishers, and the internal editorial and production teams to ensure that over 300 journal articles were selected, coded in HTML, and published monthly
- Produced monthly management reports; analyzed publishing numbers and editorial timelines
- Organized and led weekly meetings to review project timelines with sales, editorial, production and management to ensure programs were delivered and launched on time
- STAR Award received for developing a process to manage the information flow between departments for all professional sales -- \$26MM in revenue and 500+ programs annually

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