

# IAN KELLEY



## EDUCATION

B.S. Business Administration – Marketing | University of New Hampshire '17

## WORK EXPERIENCE

### Platform Media Manager | MERGE | Boston, MA // April 2021 - Present

- Actively managed ~\$3MM+ ad spend across 4-5 key agency healthcare accounts. Strategized, managed and optimized campaigns within the Google, Microsoft (Bing) and LinkedIn platforms. Managed all necessary budgetary goals and was the primary lead on the accounts.
- Managed 1-2 direct reports while leading internal team status meetings, check-ins, etc.

### Paid Search Planner | MERGE | Boston, MA // May 2020 - April 2021

- Strategized, managed and optimized Paid Search, Display, Discovery, App and YouTube campaigns for clientele in Healthcare and Health Insurance verticals. Actively managed ~\$2MM ad spend annually. Campaigns were focused within Google and Bing utilizing Search Ads 360 (CM360) for management.

### Digital Marketing Specialist | Vital Design | Portsmouth, NH // 2018 – 2020

- Managed paid advertising campaigns for 15+ accounts across a diverse client base.
- Analyzed advertising data to improve website traffic, lead generation and lead quality.
- Monitored search engine keyword rankings and website traffic metrics to improve business goals.
- Executed SEO content strategies focused on organic keyword rankings and increasing website traffic.

### Digital Marketing Coordinator | Vital Design | Portsmouth, NH // 2017 – 2018

- Analyzed website traffic, landing page performance, lead quality and user shopping behavior to improve inbound web strategy. Reported on traffic and lead generation results on a monthly cadence.
- Published blog posts, website pages and made improvements to website modules using Wordpress.
- Built and optimized landing pages to improve conversion rates through AB testing.
- Managed clients CRM platform(s) to craft email marketing campaigns, workflows & pop-up campaigns.
- Managed client link building campaigns to improve website authority and SEO ranking ability.

### Marketing Intern | B2W Software | Portsmouth, NH // 2016 - 2017

- Cleansed and managed data for civil construction accounts within Salesforce.
- Created competitor sales briefings for inside sales representatives.

### Marketing Intern | Allegion Plc. Kryptonite | Canton, MA // 2015 - 2016

- Created product pages and other website content using Adobe CQ5 CMS platform.
- Assistant project manager in the delivery of an annual product catalog; coordinated deliverables for a team of two contract graphic designers and was accountable for all digital assets and content.

## SKILLS

WordPress, CRM (HubSpot & Salesforce), Call Tracking, Google Analytics, Google Tag Manager, Google Ads Microsoft (Bing) Ads, Facebook Ads, LinkedIn Ads, Microsoft Office Suite, Project Management Tools.

## EXPERTISE

Worked with a diverse client base ranging from food service, consumer goods, industrial printers, insurance, transportation, SaaS and others. Specializes in utilizing paid advertising tools to increase brand awareness, lead generation and website traffic. Proficient in utilizing CRM tools to improve inbound marketing strategy by improving lead management, conversion strategy and more. Holds Google Analytics, Google Ads, The Trade Desk and HubSpot certifications.

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