

Justin Gibbs

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My last six years in digital marketing have given me the opportunity to work with a wide range of companies, from small sole proprietor businesses to large international franchises.

EXPERIENCE

Miles Partnership, Denver – *SEO Strategist*

2015 –

Currently responsible for performing SEO audits and developing strategies for our destination and hospitality clients. I'm involved internal business development projects, vendor relations, and affiliate program management.

Success in this role is seen in my ability to quickly and accurately identify new website traffic opportunities and technical performance hurdles.

Benjamin Media Group, Denver – *Digital Marketing Manager*

2011 – 2015

Responsible for managing SEM campaigns for our various clients: wrote ad copy, bid optimization, targeting, and reporting.

Managed our franchisee help desk: making daily update to geo sites, publishing new content, assisting with social media management, making SEO updates and recommendations, and working on smaller development projects.

EDUCATION

University of Colorado, Boulder – *B.A. Architecture & Planning, Environmental Design (major) – Technology, Art & Media (minor)*

2005 – 2010

SKILLS & TECHNOLOGY

SEO, Data Journalism, Pay Per Click Advertising, Email Marketing, Social Media, Web Design, Web Development

Google Analytics, Tag Manager, BrightEdge, Moz, Scrape Box, Market Muse, HasOffers, Drupal 7, WordPress, Photoshop, Microsoft Office, Adobe Premier, Ableton LIVE

HTML, CSS, JavaScript, MySQL

FREELANCE PROJECTS

FaxBetter
Oracle
M&W Glass
NRG Heel
TGG Corp.