

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 clientele; from consultants and speakers, to enterprises and franchises.

EXPERIENCE

Miles Partnership, Denver – *SEO Strategist* 2015 –

My current responsibilities include:

- Maintaining the companies booking of SEO business through client and internal team communication – about 40 clients at any given time
- Analyzing website traffic and KPIs to help better influence content and technical decision making
- Recurring and ad hoc reporting using Google Analytics and BrightEdge
- Helping client websites recover from organic traffic loss
- Assisting with new website launches and site migrations helping to ensure that the website incurs as little traffic loss as possible. Often, helping the website to improve organic search traffic along the way.
- Performing SEO audits (either ad hoc or as part of larger website scopes).
- Affiliate program management
- Assisting internal teams in responding to RFPs – client presentation

Some accomplishments include:

- Helping a Destination Marketing Organization to improve their organic website traffic by 167% YoY immediately following a domain change.
- Helped a beach resort in Florida to increase its organic visitor bookings by over 9% YoY.
- In 2016 I generated over \$395,000 in additional YoY organic search engine traffic to a state tourism agency website
- Led two separate company-wide bootcamps
- Recently helped win two RFPs that Miles was responding to for AOR work

Benjamin Media Group, Denver – *Digital Marketing Manager* 2011 – 2015

My responsibilities Included:

- Managed the companies booking of SEM campaigns
- Managed a franchise help desk which generally involved updating websites
- Assisted in new website design and development
- Published website content using WordPress
- Provided SEO direction and implementation for our clients
- Assisted in designing and building a landing page optimization platform
- Managed local listings for our SEO clients

SKILLS & TECHNOLOGY

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

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

HTML, CSS, JavaScript, MySQL

FREELANCE PROJECTS

Atlantis CMS - SEO
FaxBetter - SEO
Oracle - Email
M&W Glass - Website + PPC
NRG Heel - Website
TGG Corp – Website + Social Media
DEC Denver - Website

**Consortium for Capacity Building at CU, Boulder –
Intern/*Website Administrator*
2009 – 2011**

My responsibilities included:

- Publishing new content on the group websites
- Helped design and develop new websites
- Created marketing materials for the directors to use when presenting at various forums and conventions

EDUCATION

**University of Colorado, Boulder – *B.A. Architecture &
Planning, Environmental Design (major) – Technology, Art &
Media (minor)***
2005 – 2010

Some highlights include:

- Varsity cheerleader and national competitor

ADDITIONAL CERTIFICATIONS

- BrightEdge Certified
- AIARE Level 1 Certified