

# MARLON HEIMERL

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Seeking to drive brands forward through a deep understanding of SEO, public relations, journalism, content marketing, and experience across B2C and B2B environments in many industries. With 12 years in the field, I utilize the power of media connections, relationship building, Google Analytics, Wordpress, Google Search Console, Google My Business, AdWords, and pure creativity to help build brands to their full organic potential.

## SEO MANAGER | CUSTOMINK.COM | SEP 2018 – PRESENT



- Strategy: Drive incremental revenue via competitive gap analysis, rank improvement/defense, product expansion, omnichannel expansion, and content marketing efforts
- Tactics: Landing page creation, query expansion, weekly blogging, and site audit/analysis
- Measurement: Detailed dashboard management, revenue measurement, Google Analytics performance tracking, Tableau reporting, and Google Search Console reporting
- Ownership: Manage a \$16 million channel, helped launch Promo.CustomInk.com, expanded horizontal (“query gap”) growth, and scaled Google My Business expansion

## CONTENT MARKETING MANAGER | BELLACOR.COM | MAR 2017 – SEP 2018



- Strategy: Drive holistic on-page and off-page content creation, public relations campaigns, content amplification, link acquisition, and an aggressive blog publication schedule
- Tactics: Outreach prospecting, CRM tracking, query tracking, and technical site analysis
- Measurement: Link acquisition campaign performance, query performance tracking, striking-distance tracking, speed improvements, and on-page content measurement
- Ownership: Helped manage an agency partnership, https-transition, regular site crawls, massive site bloat reduction (scale of millions), and of course, content marketing initiatives

## DIRECTOR OF MARKETING | ARTFORCE.ORG | DEC 2015 – MAR 2017



- Strategy: Drive pipeline (“flywheel”) micro-marketing tactics focused on key individuals
- Tactics: LinkedIn outreach, in-person client meetings, artist profiles, and content creation
- Measurement: Client acquisition, CRM growth, and revenue growth for the company
- Ownership: Managed the department, four direct reports, and the Wordpress website

## INBOUND MARKETING MANAGER | FUN.COM | JUL 2012 – DEC 2015



- Strategy: Drive media attention and web traffic through a robust content marketing strategy that fuels rank improvement, brand recognition, and prolific link acquisition
- Tactics: Infographic creation, tutorials, blogging, link building, and relationship building
- Measurement: Organic ranks, traffic, links, team growth, and Y/Y revenue growth
- Ownership: Promoted to manage 10 direct reports for 3 years across SEO and Email

## MARKETING SPECIALIST | CUNAMUTUAL.COM | FEB 2011 – JUL 2012



- Tactics: Enterprise-level internal corporate communications, intranet development and expansion, brand voice development and presentation, and sales material creation
- Measurement: Communications engagement metrics and actions based on messaging

## COPYWRITER | KASACAPITAL.COM | JUL 2010 – FEB 2011



- Tactics: Link building, white-hat guest posting, and heavy copywriting (10K+ words/wk)
- Measurement: Website performance based around on- and off-page SEO signals

## HONORABLE MENTION | INTERNSHIPS & EARLY CAREER

### 2006-2007 | Journalist



Longform feature articles focusing on art, culture, and the humanities.

### 2006-2007 | Editorial Intern



Arts and culture reviews, some muckraking, but mostly cutting my teeth.

## EARNED MEDIA

Small samples of media via PR and content marketing.



Los Angeles Times

THE HUFFINGTON POST

AP



Chicago Tribune

Mashable

KOTAKU

INQUISITR



ProductionHUB

## CAREER HIGHLIGHTS

- Link Acquisition: Relationship building expert with >300 unique earned domains and thousands of links
- Stewardship: \$16 million in organic asset management
- Growth: Y/Y channel revenue gains of \$10 million or upwards of +150% clicks Y/Y
- Team: Successfully managed 10+ people over three years
- Balance: Technical, analytical, and creative
- Soft Skills: Trusted company media liaison with strong business acumen and a track record of building big and meaningful relationships

## EDUCATION

- Google Analytics Certified
- BA in Journalism from the University of Wisconsin Madison, 2009 (3.80 GPA)
- Middleton High School, 2004 Honors (3.79 GPA)
- Well-versed in SEO software