



PROFILE

13 years of experience growing businesses and empowering sales teams with targeted marketing solutions.

Experienced at delivering strategic solutions that propel growth, while establishing strong business partnerships with customers, colleagues, and vendors.

In-depth marketing and technical expertise. Able to succinctly distill goals into elegant, on-target results.

Outstanding communication skills, leadership ability, customer service aptitude, and business acumen.

TJ Kelly Digital Marketing Consultant

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SEO · Content Marketing · Google Analytics · Keyword Research · SEO Audits
Facebook Ads · Google Ads · LinkedIn Ads · Organic Social Media · Conversion Rate Optimization
WordPress/Drupal · HTML/CSS/jQuery · PHP/MySQL · UX/Wireframes · Photoshop

ACCOMPLISHMENTS

My work delivers tangible results for clients in various industries, proven by my clients' Google Analytics stats:

Startup Agency

In one year, I grew the website from zero to 18,980 unique visitors.

Sessions

1,451.53%

Up YOY, all of 2017/16

Users

1686.18%

Up YOY, all of 2017/16

Pageviews

770.17%

Up YOY, all of 2017/16

% New Sessions

15.16%

Up YOY, all of 2017/16

Biotech Industry

A website redesign and content marketing project saw significant increases in traffic.

Users

29.52%

Up YOY, Q3 2017/16

Pageviews

23.46%

Up YOY, Q3 2017/16

Avg. Duration

24.07%

Up YOY, Q3 2017/16

Bounce Rate

-5.56%

Up YOY, Q3 2017/16

Industrial/B2B

Content marketing project generated healthy increases in traffic.

Sessions

10.63%

Up YOY, Q3 2017/16

Users

11.99%

Up YOY, Q3 2017/16

Pageviews

8.36%

Up YOY, Q3 2017/16

% New Sessions

0.75%

Up YOY, Q3 2017/16

EXPERIENCE

I've been an assistant, associate, director, strategist, and owner. Below are my past roles and responsibilities.

Digital Marketing Strategist

– 3 Media Web

May 2018 – Nov 2019

- Slashed lead-gen spend by 80% using Facebook Ads (B2C energy client)
- Cut CPA by 35%, using SEO to offset PPC costs (B2C healthcare client)
- Grew multi-channel traffic (paid, owned, earned) 10-30% for 15+ clients
- Defined DM strategies, directed client campaigns & reported progress

Owner –

Mxt Media

May 2014 – May 2018

- Coached clients on marketing methods, directed overall marketing plans
- Oversaw scope, budget & timeline to implement strategies
- Advised on clients' digital marketing visibility & methods for improvement
- Designed creative assets: Photoshop graphics, UI wireframes & mockups
- Developed HTML/CSS/jQuery/PHP functionality, integrating CMS's

Technical Director –

Fishnet Media

Apr 2013 – May 2014

- Directed web development phase of campaigns, using PHP & WordPress
- Advised design team as technical Subject Matter Expert
- Oversaw vendor contributions & Quality Assurance
- Conducted client meetings & advised clients on UX, SEO & lead generation

User Experience Director –

McDougall Interactive

Oct 2011 – Aug 2012

- Directed activities of design & development team
- Researched landing pages & funnels for competitive PPC campaigns
- Optimized clients' conversion rates & implemented SEO best practices
- Designed A/B & multivariate tests; implemented & reported on results

Marketing UX Lead –

StudentCity

Nov 2007 – Oct 2011

- Led SEO & content marketing projects & on-page optimization standards
- Managed social media marketing & outreach—Facebook, Twitter & YouTube
- Built web-based GUI for proprietary travel reservation system
- Designed websites & graphics, maintained brand identity & standards

Web Designer/Developer –

Hollis Interactive

Dec 2006 – Sep 2007

- Designed & developed client websites sites using proprietary CMS
- Developed PHP modules & MySQL databases to achieve project objectives

Student Web Developer –

UMass Amherst

Feb 2006 – Jun 2006

- Maintained UMass.edu homepage & other top-level sites using PHP, JavaScript, HTML & CSS

EDUCATION

BA, Communication & Minor, Information Technology – University of Massachusetts – Amherst, MA