

KEITH SCHILLING

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PROFILE

- Digital marketing professional and analyst with an expert knowledge in search engine marketing strategies such as SEO, PPC, and social media marketing.

AREAS OF EXPERTISE

- Google Analytics Analysis
- Fluent in A/B Creative Testing Strategies in Ecommerce and Lead Generation
- Google Adwords Knowledgeable
- Ecommerce Setup and Tracking
- Analyze Conversion Tracking from Google Analytics
- Retargeting/Remarketing
- Organic Search Engine Optimization
- Social Media Marketing
- Web Design - Joomla & WordPress
- PHP/MySQL Knowledgeable
- PPC Click Fraud Detection
- Project Management Experience Across Multiple Divisions

EDUCATION

Bachelors of Science, Business Administration, Methodist College, Fayetteville, NC

June 1997

Established in 1956, Methodist College offers bachelors degrees in 65 fields of study. The Business Administration course of study included courses such as Marketing, Business Law, Money & Banking, Accounting, and Business Policy to name a few.

PROFESSIONAL EXPERIENCE

On Top Results, Inc.
Charlotte, NC

Digital Marketing Consultant

Dec. 2002-Present

On Top Results, Inc. is solely owned and operated by Keith Schilling. I provide contract services to clients either on a full time basis, monthly retainer, or hourly fee.

Responsibilities and knowledge include:

- Extensive knowledge in ecommerce development and management of the Magento eCommerce platform.
- Pay Per Click Campaign Management & Display Advertising (Remarketing/Retargeting)
- Organic Search Engine Optimization results – up to date knowledge of the latest Google Algo Updates (Penguin/Panda updates)
- Web Design Services – WordPress, Joomla, Magento, HTML/CSS knowledge

Talent Bridge USA/BMG
Charlotte, NC

Digital Marketing Consultant (Contract Position)

Aug. 2012-Present

BMG provides human capital solutions to companies within the Charlotte region. Reporting directly to the CEO, this on-going project included:

- Redesign of talentbridgeusa.com into a WordPress CMS site to increase online visibility.
- Oversee the entire digital marketing experience from Analytics to SEO by gathering, analyzing current performance and recommending next steps for improvement.
- Setup & management of social media marketing strategy and campaigns to increase brand awareness & visibility.
- Create, setup, and manage email marketing strategies and campaigns.
- Increased non-branded organic search by 82% in the past 4 months.
- Integrated Goal Tracking and conversion tracking to gauge highest referring traffic in GA.
- Created Custom Reports for executives for better understanding of traffic

USHIFU, LLC
Charlotte, NC

Web Marketing Specialist

May 2007-June 2009

USHIFU LLC is the leader in cutting edge technology for the treatment of prostate cancer. Currently in Phase III of clinical trials, the Sonablate 500 is currently approved as an alternative treatment in other parts of the world. Using the Sonablate 500, this technology removes prostate cancer through high intensity focused ultrasound.

Experience and Responsibilities included but not limited to:

- Oversaw and managed a \$650,000 annual pay per click campaign through Google, Yahoo, and MSN.
- Conducted stringent A/B testing as well as multivariate testing through Google Adwords Optimizer
- Creating of Landing Pages for testing and ROI improvements
- Conducted Media Buys through the Google Display Network and WebMD.com.
- Search engine optimization – conducted both on page and off page optimization to increase rankings of specific phrases.
- Tracked ROI of online marketing activity – such as utilizing 800#s for tracking, tracked lead form submissions, and patient referrals from physicians.
- Utilized salesforce.com for lead importation, keyphrase tracking per patient, and lead distribution
- iContact.com email marketing campaigns – Setup, management, and creation of email campaigns to physicians.
- Setup and manage goal conversion tracking in Google Analytics. Implemented custom filters through Google Analytics to better track keyphrases used.
- Creation of Social Media Opportunities – Facebook: Prostate Cancer Awareness Page and Twitter @USHIFU
- Worked with JTA Talent Agency for 60 Second TV Commercial for Stage III Clinical Trials for Viral Marketing Campaign
- Monitored online reputation of USHIFU on a monthly basis.

Pro Step Marketing, Inc.
Charlotte, NC

Director of Search Engine Marketing

Aug. 2006-March 2007

Pro Step Marketing is the leader in branding and marketing for the real estate arena. Pro Step provides marketing consultation, logo design, branding services for print and web development for real estate agents across the nation. Position responsibilities involved:

- Creating corporate and functional search engine marketing business objectives into strategic and tactical marketing initiatives.
- Evaluate current effectiveness of all online marketing programs, draw conclusions and develop recommendations based on those results.
- Lead and motivate offshore project teams to achieve top performance while reducing corporate expenses.
- Analyze web analytics provided by top software firms such as Web Trends/WebPosition 4, Google Analytics, and WebCEO for ranking and traffic analysis/statistics.
- Created, implemented, and tracked Pay Per Click campaigns for clients. Created web goals and conversion tracking.
- Handled all facets of Search Engine Optimization (natural search results) for the company's clients and itself.
- Hand coded HTML and Cascading Style Sheets (CSS) to help manipulate online marketing efforts.
- Keyword Research, Keyword Density analysis of competitive sites to achieve maximum ranking results.

Additional Experience

SEMCLT – Search Engine Marketing Association of Charlotte - Owner/Founder

Established in 2006, SEMCLT is comprised of local area web marketing professionals and business owners that meet once a month at the Charlotte Chamber to strategize various and new marketing techniques.

Search Exchange – Owner/Founder

Search Exchange is a 3-day Internet marketing conference for the southeast. The conference brings together digital marketing experts across the world for three days of jam packed marketing keynotes and seminars.

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