

# AMANDA KRAUSE

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## SENIOR DIGITAL ONLINE MARKETING MANAGER

Effective Digital Online Marketing Manager with over 19 years' hands-on experience in B2B & B2C digital marketing operations in very competitive markets. Offering an array of skills in digital advertising, marketing, programmatic advertising, optimization, reporting, analysis, leadership and customer acquisition. Proven ability to deliver highly effective, measurable strategies to drive revenue growth as well as increase brand awareness and reputation across all channels.

### SUMMARY OF QUALIFICATIONS

- B2B & B2C Digital Marketing
- Programmatic Advertising
- SEO & SEM
- Google Ads, Microsoft Ads
- ABM Strategies
- WordPress Website Design
- Paid Social Advertising
- Demand Generation
- Customer Acquisition
- Lead Generation
- Graphic Design
- eCommerce

### PROFESSIONAL EXPERIENCE

#### SENIOR DIGITAL MARKETING MANAGER, ACQUISITION MARKETING SmartSearch Marketing, Boulder, Colorado (Remote) March 2017 – Present

Leadership of digital advertising strategy for B2B clients. Developing media plans, achieving key KPI, optimization and management of acquisition and ABM campaigns across multiple platforms, including programmatic, paid search, paid social, content syndication and display channels. Communicating results and managing client expectations.

#### FREELANCE SENIOR SEM DIGITAL MARKETING PROFESSIONAL (Remote) November 2016 – March 2017

Performed white-label freelance paid search campaign management for agencies including Clix Marketing, Aidan Taylor Marketing, PPC For Small Biz and independent businesses.

#### DIGITAL ADVERTISING MANAGER Closed Loop, Inc., Roseville, California (Remote) February 2016 – November 2016

Managed multiple client digital advertising accounts including the planning, launching and optimization across paid search, social and display channels. SEM and PPC advertising in Google, Bing, LinkedIn, Twitter and Facebook.

- *Managed client relationships and expectations through consistent direct interactions.*
- *Compiled and analyzed data necessary to produce informative client reports.*
- *Monitored progress of ongoing campaigns and **recommended innovative change** as needed.*

#### PPC ACCOUNT MANAGER IHS Global, Denver, Colorado (Remote) July 2015 – February 2016

Pay Per Click (PPC) campaign setup and enhancement. Online media buys and optimization of Google AdWords, Bing and SEM through ongoing testing of ad copy, landing pages, bidding strategies, ad extensions and more.

- *Tracked return on investment (ROI) of PPC campaigns through accurate management and implementation.*
- ***Analyzed and reported results** directly to clients.*
- *Offered performance recommendations to improve campaign effectiveness.*

#### SEM SPECIALIST AdTaxi Networks, Denver, Colorado September 2014 – July 2015

Creation, management and optimization of AdWords search campaigns for 130 small to medium business clients in the Eastern region of the United States.

- *Conducted extensive reporting, integration and analysis for all clients.*
- ***Improved click-through rate (CTR) and ROI for over 50 accounts** in the Michigan region.*
- *Established a series of management and reporting spreadsheet databases to improve agency workflow process.*

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## PPC MANAGER AND WEBMASTER

September 2013 – September 2014

### PPC for Small Biz, Boulder, Colorado (Remote)

Creation, management, optimization and reporting for 50 clients via AdWords, Bing, Facebook, LinkedIn and Twitter.

- *Delivered customized product and advertising strategy for each account.*
- *Performed **search engine optimization (SEO)** and social media management for each client.*

## MARKETING STRATEGIST

April 2013 – September 2013

### Google (via Aerotech), Mountain View, California

Customer acquisition strategies for Google's B2B products. Managed internal AdWords account for the APAC region.

- *Created strategy for AdWords accounts in the **\$500K - \$5M monthly budget** range.*
- *Utilized extensive A/B ACE testing strategies to maximize results.*

## ECOMMERCE INTERNET MARKETING MANAGER

November 2012 – April 2013

### Shades Shutters Blinds, Castle Rock, Colorado (Remote)

Provide leadership, strategic direction and management for all Search Marketing channels.

- ***Raised overall ROAS trend from .60 to over 2.50** for paid marketing channels.*
- *Increased website traffic by identifying and defining digital content to support customer needs.*
- *Enhanced marketing and reporting processes.*

## BUSINESS DEVELOPMENT COORDINATOR | INTERNET MARKETING

June 2011 – November 2012

### PreciseCast, Denver, Colorado (Remote)

WordPress website development and maintenance. AdWords campaign, SEO and SEM management. Content writing and business development based on incoming website leads and quote requests.

- ***Reduced PPC cost by over 50% while increasing request for quotation (RFQ) conversion by over 10%.***
- *Developed WordPress website to increase RFQ conversion and improve overall company SEO.*

## FOUNDER | ECOMMERCE MANAGEMENT | MARKETING | WEB DESIGN

April 2002 – June 2011

### Open Door Clothing, Colorado Springs, Colorado

Conceived and developed a worldwide e-commerce resale fashion boutique including photography and website design. Magneto, Shopify, 3DCart, CMS, mobile integration SEO, SEM, e-commerce writing and organic social marketing.

- *Constructed SEO, email and social marketing strategies to develop successful business.*
- *Generated business management process that led to subscriber growth for e-commerce and two brick and mortar locations.*

## EDUCATION, AWARDS AND CERTIFICATIONS

### Bachelor of Science | *Internet Marketing*

Full Sail University, 2014

**Honors:** Salutatorian

GPA: 3.9/4.0

### Associate of Applied Science | *Interior Design*

Arapahoe Community College, 2000

GPA: 3.8/4.0

## Certifications

**Google Ads Certifications** (Search, Display, Video, Shopping, Measurement)

**AdRoll Pro for Agencies Certification** . **Centro Certified:** Programmatic Strategies

**Google Analytics Certification** . **Microsoft Ads Accredited Professional** . **ABM Certified Strategist**