

KEN FORTNEY

CONTENT MARKETING MANAGER

Career Objective

Proactive professional with 9+ years of experience and a proven knowledge of search engine optimization, process improvement, and brand management. Aiming to leverage my skills to successfully fill the Content Marketing Manager role at your company.

Contact

✉ ken4tney@gmail.com
☎ (910) 470-7399
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Reno, NV, 89509

Education

CORNELL UNIVERSITY
Ithaca, NY

Graduate Certificate Project Management 360 Candidate (Expected graduation Oct 2019)

CORNELL UNIVERSITY
Ithaca, NY

Graduate Certificate Digital Marketing (Mar 2019)

WEBSTER UNIVERSITY
Camp Lejeune, NC

M.B.A. General (Aug 2014)

BOB JONES UNIVERSITY
Greenville, SC

B.S. History (Dec 2008)

Additional Skills

Content Marketing Strategy
Social Media Management
Search Engine Optimization
Research & Writing
Email Marketing
Adobe Photoshop
Wordpress
Ad Design
Inbound Marketing & Sales Strategy

Licenses and Certifications

Inbound Certified (Hubspot Academy)
Content Marketing Certification (Hubspot Academy)
Google Analytics Individual Qualification

Professional Experience

Jan 2019 – Present

REMOTE FREELANCE WRITER (SEO SPECIALIST)

Upwork, Reno, NV

- Optimizing Web site exposure by analyzing search engine patterns to direct online placement of keywords or other content.
- Developing content for articles to engage audience.
- Researching ideas and facts pertinent to the type of content/topic assigned.
- Creating and maintaining company websites on Wordpress.
- Establishing company profiles on social media and online directory listings.
- Experimenting with backlink tactics to increase domain authority.

Nov 2015 – Dec 2018

REMOTE BUSINESS DEVELOPMENT MANAGER

Premier Access Consulting, Las Vegas, NV

- Analyzed applicant financial status, credit, and property evaluation to determine feasibility of loan approval.
- Built and maintained relationships with customers.

- Designed website banners, business handouts and assisted with web visuals.
- Researched and improved new methods and trends.
- Responsible for digital marketing activities to increase unique traffic.
- Effectively managed a high-volume of inbound and outbound customer calls.
- Trained and supervised employees.

Jul 2014 – Oct 2015

OWNER & MARKETING ADVISOR

Money Mailer of Wilmington, Wilmington, NC

- Carried out all aspects of sales activities such as lead generation, business development and cold calling.
- Led customer expansion efforts and business development that optimized revenue potential through direct mail marketing.
- Implementation of sales plans through direct mail and ad design.
- Created and delivered formal proposals in small and large group settings

Feb 2012 – Dec 2012

COMPANY CLERK

United States Marine Corps, Camp Lejeune, NC

- Prepared reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database or presentation software.
- Conducted research, compiled data and prepared papers for consideration and presentation by company commanders, committees and commanding officers.

Jan 2009 – Feb 2012

INFANTRYMAN SQUAD LEADER

United States Marine Corps, Camp Lejeune, NC

- Patrolled area of operations to prevent and detect signs of intrusion and ensure security of local inhabitants.
- Asked questions in accordance with instructions to obtain various specified information, such as person's name, address, age, religious preference, or state of residency.