

Ernesto Martinez-Ordaz

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Proficient Digital Marketing Strategist and Manager with 26 years of Web Development and Digital Marketing experience.

Core competencies

- Expert Marketing – Traditional and Digital, utilizing digital marketing tools when necessary.
- Expert SEO and SEM expert knowledge
- eCommerce Expert that understands A/B testing to maximize customer experience
- Mac and PC platform knowledge
- Salesforce & Wrike experience
- HTML coding and editing software
- Adobe Photoshop / Illustrator / Canva
- Google and HubSpot Certified
- Fluent in English and Spanish

Education

Barat College (DePaul University), Lake Forest, Illinois

B.A. Degree in Marketing - May 1996

Work Experience

AF Media Solutions | Chicago, Illinois – May 2022 - Present

Freelance Digital Marketer

- Design and sell digital marketing packages, providing enhanced visibility for customers. This includes SEO, PPC, and digital marketing strategies.
- Use Google Analytics, WIX, WordPress, HubSpot, Screaming Frog, and other platform tools to improve customer's websites.
- Using eCommerce principles, I educate my customers on best practices, social media trends, UX trends by utilizing and analyzing digital marketing metrics.
- I also manage digital ad content for some freelance clients in real estate (realestate-ads.net).
- With Dental-Practtice.net, I sell SEO and digital marketing bundles to help dental practices succeed (dental-practice.net).
- My samples are available here: <https://www.afmediasolutions.com/samples>

National Restaurant Association | Chicago, Illinois – August 2021 - April 2022

eCommerce Website Manager

Overseeing the technical and creative aspects of the websites and web platforms for the National Restaurant Association's ServSafe, ServSuccess +, ServSuccess, American Hotel & Lodging Educational Institute, and the National Registry of Food Safety Professionals.

- Overseeing SEO best practices.
- Continuous SEO audits.
- Updating online inventory as needed.
- Creating and posting Social on social platforms – promotions, special announcements, fun posts, interesting factoids. These generate commentary and more users inquiring about products offered. This was applied through Sprout Social for ease of management on platforms such as Facebook, Instagram, LinkedIn, and Twitter.
- Applied website changes and updated with Kentico and WordPress as requested.
- For project management, my team collaborated with Wrike to assign and complete tasks in a timely manner. This made projects flow efficiently within my team and across departments.

American Dental Association | Chicago, Illinois – November 2019 – May 2021

Digital Marketing Manager

- Revise and approve Google Ads campaigns from a third-party vendor.
- Set up campaign performance reports and communicate them effectively to stakeholders.
- Oversee the development of several weekly marketing communications through HubSpot.
- Designing new emails to acquire revenue through the ADA's member database.
- Responsible for building and maintaining the ADA Annual Meeting and SmileCon websites.

Case Study sample: From HubSpot email campaigns, this is a sample of an analysis of which subject line worked emails. I always create an A/B test to optimize the right message at the subject level:

Deploy Date	Campaign Code	Campaign Title	Subject Line	Opt-Out	Delivered	Open	Open Rate	Clicked	CTR
3/2/2021	21406AE	2021 0302 Catalog 21406AE: PDS Dental Assisting	Save 20% on ADA Catalog orders!	10	24,114	5,217	14.60%	109	2.00%
3/2/2021	21406BE	2021 0302 Catalog 21406BE: PDS Dental Assisting	Save 20% on ADA Catalog orders!	5	24,094	4,961	14.00%	99	1.80%
3/9/2021	21407AE	2021 0309 Catalog 21407AE: PDS Oral Cancer	Educate Your Patients about Oral Car	2	12,928	2,558	13.90%	65	2.90%
3/9/2021	21407BE	2021 0309 Catalog 21407BE: PDS Oral Cancer	Oral Cancer: Educate Your Patients	1	12,885	2,762	14.40%	81	3.60%
3/10/2021	N/A	2021 0309 Catalog ADEA	Visit ADA at ADEA	2	1,790	895	29.20%	39	4.80%

Emails highlighted in green had a better open rate based on the subject. The rest of the emails are the same.

Grenzbach Glier and Associates | Chicago, Illinois – March 2018 – July 2019

Digital Marketing Strategist

- Managed and supervised the development and implementation of digital marketing strategies by using web technologies to achieve business goals, specifically to create leads for our Analytics practice area.
- Managed the development of the new DonorScape.com website. In addition, I managed all the digital marketing initiatives for DonorScape and grenzbachglier.com. This included UX, email campaigns, social media posts, Google Ads and Google Analytics reporting, and assigning variable budgets for digital advertising campaigns.
- Helped the company initiate business practices with ITESM, the most prestigious technical university in Mexico.

Case Study: Social media posts through Twitter and LinkedIn were able to bring in more sales than standard marketing emails. Social media marketing also had more success than traditional Google Ads campaigns.

GG&A is a company that helps expedite and prioritize potential donors from the education and healthcare sectors. Understanding the demographics was interesting since most of the donors from each sector were more in tune with their alma mater and healthcare providers through social media and other channels.

Loyola University Chicago – Undergraduate Admissions (luc.edu/undergrad/index.cfm) | Chicago, Illinois – July 11 to September 15, 2017 (temporary role)

Digital Marketing Manager

- Devising strategies to drive online traffic to the new Undergraduate Admissions website.
- Tracked conversion rates through Google Analytics and Brightedge platforms.
- Optimized URL redirects from the older website to the new website to maximize performance.
- Measuring and reporting on a range of techniques including SEO conversion of the Undergraduate Admissions website.
- Continuous SEO audits.
- Collaborated with key individuals in the marketing department to optimize meta tags, going over performance metrics, and ultimately using the Google Tag Manager to add more digital marketing sustainability.

Case Study: Mostly as a hands-on consultant, I helped this website keep a level of performance from switching from the old website, to the new one. Additionally, new meta tags were utilized as well as a new approach to Google Analytics, which helped in acquiring more Page Views, New users, and Sessions to the website.

Good Sam Enterprises & Camping World | Lincolnshire, Illinois - January 2014 to March 2017

Digital Marketing Manager (SEO/SEM Manager)

- Develop and perform SEO/SEM/Affiliate marketing strategies and tactics to retroactively optimize Good Sam Enterprises websites and all the separate businesses within the organization.
- Regularly perform back-end SEO tasks on company websites to properly define sites to the internet and maximize SEO and Organic Growth potential. Continuous SEO audits.
- Actively managed Google Ads for the ecommerce portion of the business, reporting weekly with necessary analysis.
- Built websites using the Shopify platform for Marcus Lemonis' "The Profit" tv show. All Shopify websites had the Shopify

eCommerce online marketplace platform dedicated to selling products.

- Translated to Spanish, The Profit, for Marcus Lemonis in addition to optimizing all The Profit business websites.
- Generate tangible content and conduct landing page optimizations using Good Sam's proprietary systems.
- Worked to improve and maintain the highest average positions possible in Google, Bing and Yahoo search engine result pages.
- Created SEO Best Practices documentation for web content teams and web development teams to perform keyword research, analysis, and tracking to determine keyword feasibility and potential of keyword use.
- Maintain and report upon current keyword and landing page SERPS positions and other statuses.
- SEO Tools used include SEO MOZ, Google Webmaster Tools, Google Keyword Planner, Google Analytics, Google Search Console, Screaming Frog, and SEM Rush.

Case Study: With overstock, and obsolete inventory, Camping World needed a way to quickly sell Honda Generators to the public, quickly. I was asked to consult with the team and I came up with the idea of creating a microsite that featured all the generators (six different models varying in price and performance), with links tied directly to their product pages.

The proper best practices were put into place (SEO) and using Google Ads, with a monthly budget of 20K, the system was able to sell over \$150,000 in generators in one month alone. This was a fast revenue growth application that was used for other overstock products that needed to be sold quickly.

PowerSports Network | Sussex, Wisconsin - August 2006 to June 2012

Digital Marketing Manager

- Managed digital marketing strategy along with website content for the power sports, marine, as well as recreational vehicle divisions within the company.
- Implemented a revenue-generating Search Engine Optimization department. The company saw a need for this department, and I fulfilled that need by placing SEO procedures in place. This involved all aspects of Organic Optimization and PPC (Pay-Per-Click). Pricing was also something that I put in place for the customers that were willing to use the search programs. The main aspect was writing proper content for the PowerSports Network's dealer websites and the proper meta tag criteria along with indexing the websites to the major search engines.
- This included knowledge on platforms such as spyfu.com to better the customer's SEO rankings.
- Developed from inception to completion and had ownership of marketing newsletters, email campaigns, and advertising campaigns for high-level branding and positioning of PowerSports Network services.
- Traveling and attending trade shows, I also prepared the marketing and advertising collateral for those events.
- From 2011 until my departure, I was the top-level Regional Sales Manager, successfully selling PowerSports Network SEO and website services to dealers. The dealers saw a benefit in the programs, in turn, generating revenue for PowerSports Network.

Ideal Safety Sales | Sussex, Wisconsin - December 2004 to August 2006

Creative Director

- Responsible for online and traditional marketing and advertising development for seven industrial safety company divisions. This included creating the respective websites and managing all website content. This project also coincided with creating and implementing graphical designs for print catalogs and sales sheets.
- Ensured product branding fit requirements for selling innovative safety products – this included all the facets of design for Hazmat Medical, CatMedical, Safety Mart, Ideal Safety Sales, Smith & Wesson protective gloves, and ProCare medical products.
- Created and designed packaging for all products, commercial vehicle wrap, websites, catalogs, brochures, marketing materials, and press releases.

Yesmail | Vernon Hills, Illinois - December 1996 to December 1999

Campaign Manager

- Promoted and branded businesses via electronic direct marketing campaigns.
- Implemented new internal procedures for effective online marketing campaign fulfillment.
- Began Search Engine Optimization practices and procedures, substantially learning about SEO and PPC.
- 1st job after graduating college.