

Marshall Malone

Digital Marketing Professional & Multi-Platform Producer

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Work experience

Digital Marketing & Content Producer
[Cox Media Group](#)

2019/04 -
2020/09

Developing and executing daily creative digital strategy plan involving managers, on-air talent, and newsroom. Producing, writing, shooting, and editing promos, teasers, and news related video content to drive online users to tune into live broadcasts. Writing and producing weekly and monthly live stream web broadcasts, as well as developing and producing future programming for OTT distribution. Assisting Creative Services Director and Promotions Manager on sweeps calendar to plan social strategy. Driving coordinated social push with entire company, newsroom, and radio team to amplify campaign efficiency. Optimized journalists' scripts for digital distribution (website, apps, & social media.) Created timely content and app push alerts on breaking news to drive traffic to live broadcasts, live streams, apps, and website. Coordinated with news producers to develop web content needed for TV broadcast mentions. Scheduled engaging content from internal, local sources and National Content Desk on all social platforms. Clipped segments from live TV broadcasts for digital distribution.

Search Engine Optimization (SEO) Manager
[Pearson](#)

2018/09 -
2019/04

Leading a team of SEO Analysts, vendors, and partners to identify, analyze, and execute existing and potential products, services, markets for our Academic Partners in the online education industry. Analyze data on established and prospective customers, competitors, and marketing. Prepare reports that interpret consumer behavior, market opportunities, conditions, marketing results, trends, and investment levels. Investigates and evaluates marketing methods, consumer insights, advertising channels, and their results in an effort to continually improve results. Grow buy-in from multiple constituents in a collaborative cross-functional environment that spans across all of North America and beyond.

Senior Search Engine Optimization (SEO) Strategist
[Lakeview Health](#)

2017/02 -
2018-09

Developing and managing data-informed SEO campaigns for all company sites, developing and executing a centralized content strategy focused on optimal internal linking and logical site structure, as well as managing a regularly scheduled Social Media campaign (Facebook, YouTube, Instagram, Twitter, LinkedIn, etc.) for Lakeview Health (April - December 2017). Developing project timelines and executing all tasks involved with all areas of SEO (including any overlap): research and discovery, basic SEO (on-page & off-page optimization), technical SEO, conversion optimization, UX, and basic web development. Managing and leveraging in-house video production equipment to produce videos for all digital platforms. Creating and developing monthly performance reports. Assisting Director of Marketing on non-digital campaigns.

Search Engine Optimization (SEO) Specialist
[Independent Contractor](#)

2016/01 -
2017/02

Analyzing, reviewing, and implementing changes to client websites in effort to maximize organic traffic and revenue growth. Other duties include: assisting link-building campaigns and developing internal processes, proposals, and creative, strategic content. Managed graphic design project (print), using Adobe InDesign and Photoshop. Created, animated, and edited videos for social media and other distribution platforms. Transcribed legacy proposals in Proposify and created monthly reports for clients in Raven Tools.

Search Engine Optimization (SEO) Associate
[Fanatics, Inc.](#)

2012/04 -
2015/11

Worked alongside a team of SEO experts to help drive millions in Organic Search revenue, which contributed to half of the companies' revenue for 2015. Analyzed, reviewed, and implemented changes to company-branded sites (Fanatics.com) delivering content pertaining to all the major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, UFC, PGA, MLS), as well as over 160 NCAA team sites. Maximized organic traffic and revenue growth via on-page optimization and helping to communicate SEO best practices across internal departments. Developed creative, original, and strategic on-page content (via Dreamweaver, HTML, CSS) and blog posts (Wordpress) to increase traffic across our network of sites. Other responsibilities included building analytic reports (year-over-year growth of organic traffic, revenue, orders, AOV, and conversion rate) on a weekly basis, via Adobe Omniture, Google Analytics, and other platforms like Conductor Searchlight and SEO Clarity.

Education

Bachelor of Education (B.Ed.)
[University of Memphis](#)

2001 -
2002

Bachelor of Education (B.Ed.)
[Dyersburg State Community College](#)

2003 -
2006

Digital Marketing Tools

- Wordpress
- Google Analytics
- Google Search Console
- Bing Webmaster Tools
- Chrome DevTools
- SEMRush
- Buzzsumo
- Majestic SEO
- Synup
- Wistia
- Screaming Frog SEO Spider
- Powermapper
- Databox
- Quantcast
- Pingdom Tools
- Cloudflare
- Hubspot
- Basecamp, Trello, JIRA

Digital Marketing Skills

Search Engine Optimization (SEO)



Social Media Marketing (SMM)



incl. Organic/Paid Social Media

Content Marketing



Production Tools

- Adobe Premiere
- Adobe After Effects
- Adobe Audition
- Adobe Photoshop

Creative Skills

Live Stream Production



Video Production/Editing



Adobe Photoshop



Adobe Premiere



Adobe After Effects



Digital Project Management

