

Marshall Malone

Multi-Platform Producer & Digital Marketing Professional

Jacksonville, Florida | +19044289146 | marshall.malone@gmail.com
[in linkedin.com/in/themarshallmalone/](https://www.linkedin.com/in/themarshallmalone/) | [themarshallmalone.com](https://www.themarshallmalone.com)



Work experience

Senior Creative Services Producer/Editor 2020/11 - Present

[Graham Media Group](#)

Write, edit, light, shoot, and produce high-end campaigns for promotion, clients, sales, news, programming, and community service projects for WJXT and CW17. Assist in producing, conceptualizing and editing documentary and live programs for WJXT, CW17, and affiliate stations.

Creative Services Producer 2019/04 - 2020/09

[Cox Media Group](#)

Developed daily creative digital strategy plan involving managers, on-air talent, and newsroom. Produced, shot, and edited promos to drive online users to tune into live broadcasts. Wrote and produced weekly and monthly live stream web broadcasts, as well as developing and producing future programming for OTT distribution. Optimized journalists' scripts for digital distribution. Created timely stories and app push alerts on breaking news to drive traffic to live broadcasts. Coordinated with news producers to develop web content needed for TV broadcast mentions. Scheduled content from internal, local sources and National Content Desk on all social platforms.

Search Engine Optimization (SEO) Manager 2018/09 - 2019/04

[Pearson](#)

Lead 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. Analyzed data on established and prospective customers, competitors, and marketing. Prepared reports that interpret consumer behavior, market opportunities, conditions, marketing results, trends, and investment levels. Investigated valuates 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 2017/02 - 2018-09

[Lakeview Health](#)

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.

Search Engine Optimization (SEO) Specialist 2016/01 - 2017/02

[Independent Contractor](#)

Analyzed 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.

Search Engine Optimization (SEO) Associate 2012/04 - 2015/11

[Fanatics, Inc.](#)

Worked alongside a team of SEO experts to help drive millions in Organic Search revenue, contributing to 50% of the companies' revenue for 2015. Analyzed 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 sites. Maximized organic traffic and revenue growth via on-page optimization and helped communicate SEO best practices across internal departments. Developed creative and strategic on-page content and blog posts to increase traffic across network of sites. Built analytic reports on a weekly basis.

Education

Bachelor of Education (B.Ed.) 2001 - 2002

[University of Memphis](#)

Bachelor of Education (B.Ed.) 2003 - 2006

[Dyersburg State Community College](#)

Creative Skills

Live Stream Production



Video Production/Editing



Adobe Photoshop



Adobe Premiere



Adobe After Effects



Digital Project Management



Production Tools

- Adobe Premiere
- Adobe After Effects
- Adobe Audition
- Adobe Photoshop
- DSLR, ENG, and Mirrorless Cameras

Digital Marketing Skills

Search Engine Optimization (SEO)



Social Media Marketing (SMM)



incl. Organic/Paid Social Media

Content Marketing



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