


Marshall Malone

Multi-Platform Producer & Digital Marketing Professional

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Work experience

Marketing Manager 2024/02 - Present

Superior Fireworks

Collaborate closely with the Communications & Technology Director to coordinate an engaging content calendar across diverse platforms, spanning social channels, email, website, video platforms, and more. Foster relationships with stakeholders to align marketing strategies with organizational objectives. Create compelling content for communication platforms and campaigns, presenting innovative ideas for marketing initiatives. Ensure the seamless execution of marketing campaigns within specified timelines, budget constraints, and quality standards. Analyze and communicate the performance metrics of marketing campaigns.

Initiate and nurture strategic collaborations to elevate marketing efforts. Take ownership of website content, overseeing product listings, landing pages, promotions, and SEO/SEM. Manage various digital marketing platforms, including email, PPC, UGC, and social media. Contribute to photography projects for products, campaigns, and overall branding. Lead video production in diverse settings, both in the field and studio. Keep abreast of emerging market trends and capitalize on opportunities. Oversee in-house and external content providers and creative resources.

Senior Creative Services Producer/Editor 2020/11 - 2024/02

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.

Aside from production role, highly involved with digital transformation projects. Developing and consulting on new workflows and leveraging past experience in digital marketing and SEO to help the company align with the future.

Creative Services Producer 2019/04 - 2020/09

Cox Media Group, Jacksonville, US

Jacksonville, FL
April 2019 to September 2020

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 livestream 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 Manager 2018/09 - 2019/04

Pearson, Orlando, US (Remote)

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 Strategist 2017-02 - 2018-09

Lakeview Health, Jacksonville, US (Hybrid)

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

Skills

Digital Marketing Strategy

SEO, SEM, SMM, E-mail, Content

Web Development

HTML, CSS, JavaScript

Content Management Systems

WordPress, Joomla, Drupal, etc.

Server Management & Hosting

Domain Management, Web Hosting

Analytics & Monitoring

Google Analytics, Error Tracking, etc.

Web Performance Optimization

PageSpeed Optimization, SEO, UX/UI

Web Security

SSL/TLS Certificates, Backup Strategy

Web Compliance Best Practices

ADA Compliance, W3C Guidelines

Web 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

all areas of SEO (including any overlap): research and discovery, basic SEO (onpage & 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 Specialist 2016/01 - 2017/02
Independent Contractor, Jacksonville, US (Remote)

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 Proposal and created monthly reports for clients in Raven Tools.

Search Engine Optimization (SEO) Associate 2012/04 - 2015/11
Fanatics, Inc, Jacksonville, US (Hybrid)

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 Arts 2003 - 2006
Dyersburg State Community College

Bachelor of Arts 2001 - 2002
University of Memphis

Basecamp, Trello, JIRA

Sendlane

Asana

Creative Skills

Adobe Creative Suite
Premiere, After Effects, Photoshop, etc.

Video Production
Writing, Shooting, Editing

Production Tools

Adobe Premiere
Adobe After Effects
Adobe Audition
Adobe Photoshop
DSLR, ENG, Mirrorless Camera Systems