

Marshall Malone

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Marketing, Communications, and Creative Media Specialist with **13+ years of experience** delivering measurable results in earned media, paid media, and owned media, with hands-on cross-platform creative media production experience.

Core Skills

- **Owned Media:** SEO, content strategy, CRM & automation, website management, email campaigns, podcasting, social media publishing
- **Paid Media:** Paid social, digital advertising, influencer engagement, campaign budget management (\$60K → multimillion)
- **Earned Media:** Media relations, PR campaigns, newsroom collaboration, influencer partnerships
- **Creative Production:** Video production, photography, editing, live streaming, podcasts
- **Analytics & Strategy:** Campaign measurement, reporting, workflow optimization

Experience

OCT 2025 - Present

Cardinal Digital Marketing, Remote - SEO Specialist (Contract)

- Conduct technical audits, content audits, and metadata optimization across healthcare client portfolios including behavioral health, allergy, and ENT groups.
- Develop keyword landscape analyses, internal linking recommendations, and structured metadata to improve relevance, crawlability, and performance in competitive clinical verticals.
- Produce Google Business Profile optimizations and long-range posting calendars to strengthen local search visibility for multi-location healthcare organizations.
- Build audit frameworks, workflow templates, and deliverables in alignment with agency standards, ensuring accuracy, repeatability, and client-ready documentation.
- Support cross-department collaboration through clear reporting, actionable insights, and data-driven recommendations tied to measurable SEO goals.

FEB 2024 - JUL 2025

Superior Fireworks, Orange Park, FL - Marketing Manager

- Directed content and media strategy across traditional media, social, web, email, and digital ads.
- Created campaign assets that increased visibility in consumer and trade outlets.
- Oversaw SEO/SEM, PPC, and influencer engagement to boost reach and reputation.
- Produced video and photography projects to support branding campaigns.
- Analyzed campaign results and delivered reports on coverage pull-through and message consistency.

NOV 2020 - FEB 2024

Graham Media Group, Jacksonville, FL - Senior Promotions Producer

- Produced and edited campaigns for broadcast, digital, and streaming (OTT) platforms, expanding visibility and engagement.
- Drove audience acquisition strategies in 2023, boosting subscriptions through integrated PR, social, and promotional campaigns.
- Partnered with newsroom leadership and journalists to shape thought leadership and community messaging.
- Developed tools and workflows that streamlined content for digital-first distribution.

APR 2019 - SEP 2020

Cox Media Group, Jacksonville, FL - *Digital Marketing Specialist & Producer*

- Managed \$60K digital ad budget for promoting external clients while producing promos, live streams, and streaming programming.
- Coordinated newsroom-wide campaigns to amplify earned visibility across CBS & FOX.
- Optimized digital scripts and distribution strategies, increasing audience engagement.

SEP 2018 - APR 2019

Pearson, Remote - *SEO Manager*

- Led, hired, and managed a team of 8 SEO Analysts, overseeing multimillion-dollar budgets and 12+ external content and vendor partnerships.
- Directed SEO and communications strategy for dozens of academic partners across North America and global markets.
- Developed and authored department SOPs, creating scalable best practices that streamlined operations and improved client strategy.
- Set lasting operational standards that improved both internal workflows and external client outcomes.

FEB 2017 - SEP 2018

Lakeview Health, Jacksonville, FL - *Senior SEO Strategist*

- Tripled website traffic and delivered the highest volume of organic leads in company history.
- Developed and executed centralized SEO and content strategy, including hub-and-spoke content architecture.
- Strengthened brand reputation through earned visibility in healthcare communications.
- Implemented HubSpot CRM and marketing automation to enhance lead tracking, email campaigns, and patient outreach
- Attended HubSpot INBOUND conference, integrating advanced inbound marketing strategies into campaigns

JAN 2016 - FEB 2017

Independent Contractor, Remote - *SEO & Digital Marketing Specialist*

- Directed SEO campaigns for client, driving a 371% traffic increase in one month and producing my clients first online sales in years.
- Reduced bounce rate by 20% and increased session duration by 7 minutes through content and UX improvements.

- Boosted referral traffic dramatically (+3300% on Twitter; +166% on Facebook).

APR 2012 - NOV 2015

Fanatics, Inc., Jacksonville, FL (Hybrid) - SEO Associate / Photographer

- Supported SEO strategy across 160+ NCAA and professional sports sites, contributing to 20% YOY growth in organic revenue (billions annually).
- Led SEO operations during peak season, maintaining record traffic and revenue growth.
- Produced photography and content for marketing, PR, and e-commerce campaigns.

Education

Dyersburg State Community College - Coursework in Elementary Education (2003 – 2006)

University of Memphis - Coursework in Elementary Education (2001 – 2003)

Professional Development: SEO Fundamentals (Lynda), SEO Specialization (Coursera), INBOUND (Hubspot), Writing for TV & Film (Second City Chicago)