

# Marshall Malone

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Senior digital marketing, SEO, and content leader with 13+ years of experience building measurable growth across owned, earned, and paid media. Combines strategy, team leadership, analytics, and hands-on video, podcast, photography, and cross-platform content production.

## Core Competencies

- **Owned Media:** Technical SEO, content strategy, local search, website management, CRM, marketing automation, email, social publishing
- **Paid Media:** Paid social, digital advertising, influencer partnerships, campaign budget management (\$60K to multimillion-dollar scope)
- **Earned Media:** Media relations, PR campaigns, newsroom collaboration, thought leadership, community messaging
- **Creative Production:** Video production, photography, editing, livestreaming, podcasting
- **Analytics & Ops:** Campaign measurement, reporting, workflow design, SOPs, vendor management

## Professional Experience

APR 2026 – PRESENT

### Malone Media + Marketing – Independent Marketing Consultant & Media Producer

- Provide integrated marketing and media services.
- Develop content strategies, brand messaging, websites, SEO campaigns, email marketing, and AI-assisted workflows.
- Produce and edit videos, podcasts, livestreams, photography, and social content from concept through distribution.
- Design podcast studios, configure recording systems, and train clients to produce content independently.
- Manage client relationships, production schedules, publishing, and performance reporting.

OCT 2025 – MAR 2026

### Cardinal Digital Marketing – SEO Specialist (Contract)

- Conducted technical and content audits and optimized metadata across behavioral health, allergy, and ENT client portfolios.
- Built keyword landscapes, internal-linking recommendations, and structured metadata to improve relevance, crawlability, and search performance.
- Optimized Google Business Profiles and built long-range posting calendars for multi-location healthcare organizations.
- Built repeatable audit frameworks, workflow templates, and client-ready deliverables aligned with agency standards.
- Supported cross-functional teams with clear reporting, actionable insights, and recommendations tied to measurable SEO goals.

FEB 2024 – JUL 2025

### Superior Fireworks – Marketing Manager

- Directed integrated content and media strategy across traditional, social, web, email, and paid digital channels.
- Created campaign assets that expanded visibility across consumer and trade outlets.
- Oversaw SEO, SEM, PPC, and influencer programs to increase reach and strengthen brand reputation.
- Produced video and photography for brand and campaign initiatives.
- Analyzed performance and reported on media coverage, campaign results, and message consistency.

NOV 2020 – FEB 2024

### Graham Media Group – Senior Promotions Producer

- Produced and edited integrated campaigns for broadcast, digital, and OTT platforms, expanding visibility and engagement.
- Drove 2023 audience-acquisition campaigns that increased subscriptions through coordinated PR, social, and promotional efforts.
- Partnered with newsroom leaders and journalists on thought leadership, community messaging, and audience engagement.
- Built tools and workflows that streamlined digital-first content production and distribution.

APR 2019 – SEP 2020

### Cox Media Group – Digital Marketing Specialist & Producer

- Managed a \$60K digital advertising budget for external clients while producing promotions, livestreams, and streaming programming.
- Coordinated newsroom-wide campaigns that expanded earned visibility across CBS and FOX platforms.
- Optimized digital scripts and distribution strategies to increase audience engagement.

SEP 2018 – APR 2019

### Pearson – SEO Manager

- Built and managed a team of eight SEO analysts while overseeing multimillion-dollar budgets and 12+ external content and vendor partnerships.
- Directed SEO and communications strategy for dozens of academic partners across North American and global markets.
- Authored departmental SOPs and scalable best practices that streamlined operations and strengthened client strategy.
- Established operational standards that improved internal workflows and client outcomes.

FEB 2017 – SEP 2018

### **Lakeview Health – Senior SEO Strategist**

- Tripled website traffic and generated the highest volume of organic leads in company history.
- Developed and executed a centralized SEO and content strategy, including hub-and-spoke content architecture.
- Strengthened brand reputation through earned media and healthcare communications.
- Implemented HubSpot CRM and marketing automation to improve lead tracking, email campaigns, and patient outreach.
- Applied advanced inbound-marketing practices from HubSpot INBOUND to ongoing strategy and operations.

JAN 2016 – FEB 2017

### **Independent Contractor – SEO & Digital Marketing Specialist**

- Directed SEO campaigns that increased traffic 371% in one month and generated a client's first online sales in years.
- Reduced bounce rate by 20% and increased session duration by 7 minutes through content and UX improvements.
- Increased referral traffic 3,300% from Twitter and 166% from Facebook.

APR 2012 – NOV 2015

### **Fanatics, Inc – SEO Associate / Photographer**

- Supported SEO across 160+ NCAA and professional sports sites, contributing to 20% year-over-year organic revenue growth.
- Led peak-season SEO operations while maintaining record traffic and revenue growth.
- Produced photography and content for marketing, public relations, and e-commerce campaigns.

## **Education**

**Florida State College at Jacksonville** — Associate in Science in Radiography (2026–2029)

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

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

## **Professional Development & Certifications**

2015

### **Second City Chicago – Writing for TV & Film**

- Training in writing for television and film, emphasizing storytelling, character development, dialogue, and comedic structure.

2016

### **Lynda – SEO Fundamentals**

- Training in SEO fundamentals, including keyword research, on-page optimization, and website visibility.

2017

### **Coursera – SEO Specialization**

- Coursework in SEO strategy, website optimization, keyword analysis, and measuring organic search performance.

2017

### **HubSpot – INBOUND Conference**

- Professional development in inbound marketing, content strategy, marketing automation, and customer engagement.

SEPT 2026 – SEPT 2027

### **Google – Google Ads Creative Certification**

- Certified in creative best practices for Video, Display, App, and Search campaigns, including creative tools and experimentation to improve ad performance.