

# JAMES LYNCH

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## SUMMARY

After many years of progressive success as a digital marketing manager in the e-commerce space I am seeking a position that utilizes my skills in a new sector of the industry with fresh challenges.

## EXPERIENCE

2018-Present: **Parsons Agency**; Scottsdale, AZ

Paid Media Manager: Google Ads, Bing, DV360 and Amazon

- Manage, monitor and optimize multiple large PPC campaigns for national brands.
- Correlate and analyze campaign and industry data to determine CTR, CPC and CPA to ensure profitable customer acquisition and consistent growth.
- Create and test iterative improvements across product groups and campaigns either through product evolution or by budget, bidding or targeting.

2015-2017: **Amazing Parts Warehouse, LLC.**; Scottsdale, AZ

Marketing Analyst: Google Ads and Amazon

- Design, write, edit and optimize digital content for product sales and launches on Amazon, including 'EBC' - Enhanced Brand Content.
- Monitor campaign and sales data and organic SERPs for customer acquisition to grow user base for newly launched products.
- Design, deploy data driven content marketing initiatives to capture www traffic and drive it to Amazon product pages, with proper source attribution.
- Plan, manage and execute content and product calendar.
- Create digital content templates and guidelines to guide team members in successful strategic deployment of marketing initiatives.

2011-2015: **Mayflower, Inc.**; Phoenix, AZ

SEO Analyst and Coordinator

- Create, edit and manage content based advertising, including time sensitive website content, video content, mini-sites, outside websites, and SEO linking strategies to identify and gather long tail search traffic.
- Manage, research and monitor organic search queries and incoming keyword inventory, where available.
- Create, edit, execute and monitor viral marketing initiatives to capitalize on low competition search results and traffic. YouTube, Reddit and Tumblr based content, for example.

2008-2011: **Blackstar Ventures, LLC.**; San Diego, CA

Search Marketing Manager

- Design, write, edit, publish and update blogs, websites, and content linking strategies to boost positive search engine results and suppress negative SERs.
- Monitor and analyze content inventory and calendar and optimize for engagement and reach.
- Analyze traffic and manage paid advertising campaigns.
- Design, execute and monitor content marketing initiatives designed to improve search results and traffic on a regular basis; with viral creatives making it as far as NBC's Tonight Show and TMZ.

## SKILLS, TECHNOLOGIES & PROJECTS

- Google Query, Big Query, and SQL for data storage and retrieval.
- Installing, configuring and maintaining API tools to collect stats.

- Tableau for data visualization and analysis.
- Google Analytics and Data Studio, Google and Bing Ads
- Amazon Marketing Services, Amazon Sponsored Products
- Facebook Business Manager, Twitter and LinkedIn Ads

## **EDUCATION**

- BA in International Relations - University of Arizona; Tucson, Az