**Robert M. Stein**

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Glastonbury, CT 06033

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**860.682.4427**

**Summary**

Professional, reliable, flexible and experienced Digital Marketing & SEO Strategist seeks position utilizing analytical, statistical and creative experiences, knowledge and skills. Over a decade of involvement with PPC, SEO & SEM. Knowledge of Google on-site and off-site SEO ranking factors. Experienced with Google Analytics report creation, tagging and data-mining. Extensive knowledge of long-tail keyword & competitor research. Knowledge of Local SEO, Wordpress, Link Building, YouTube, Facebook, Twitter, Pinterest as well as additional SEO/SEM skills. Use white-hat SEO techniques to improve Google rankings and drive targeted traffic to appropriate landing sites for optimum conversion.

**Experience**

**Digital Marketing/SEO Strategist Connecticut Internet Marketing & SEO**

**Glastonbury, CT** 5/2014 – Present

* Perform on-site and off-site SEO for clients as well as manage client WordPress websites.
* Research web page titles, keywords, competitors and back link opportunities.
* Track and target user demographics via Google Analytics.
* Repurpose existing press content into web format and publish to WordPress.
* Webmaster at [http://connecticutinternetmarketingseo.com](http://steintutors.wordpress.com/).

**Marketing Associate TicketNetwork**

Vernon, CT *3/2005 – 4/2014*

* Managed company PPC accounts with over $100k month budget including Google Adwords, Yahoo Search Ads and Microsoft AdCenter.
* Inspired company to achieve rapid revenue growth by building the case for website content creation and SEO of websites including link building campaigns and directory submission.
* Tracked user data via Google Analytics including statistical analysis of traffic sources.
* Established and maintained social media profiles on Facebook, Twitter and others.
* Wrote ticket industry content for Ticketnews.com and TicketNetwork partners.
* Estimated daily and weekly gross revenue for executives and partners.
* Researched keywords, performed A/B ad testing and competitive site analysis. Designed internal tool to access inventory database to create keywords for Google Adwords.
* Created WordPress websites to funnel traffic to ticket selling sites.
* Created weekly and monthly newsletters of sports, concerts and theatre event tickets on sales for internal and partners.
* Automated billing system resulting in a two day project being reduced to a 15 minute task resulting in thousands of dollars worth of outsourcing fee savings yearly.

**Mathematical Tutor**  **Manchester Schools**

Manchester, CT *4/2002 – 3/2005*

* Responsible for tutoring and supervising students in an alternative after-school program.
* Provided math, algebra and geometry tutoring to students.
* Maintained grading spreadsheet behavior reports.

**IT Technical Support Consultant** **Stein Technologies, LLC**

Glastonbury, CT 9/*2000 – 3/2005*

* Provided 2nd level support for Windows XP, Office, Lotus Notes and other software products on a contract basis.
* Troubleshoot network, printing and remote connectivity issues.
* Opened and closed technical support tickets.

**Technical Support Specialist** **IBM**

Cambridge, MA *6/1997 – 6/2000*

* Technical support of Windows NT, Windows 98, Lotus Notes, Internet Explorer and networking issues for IBM and Lotus employees.
* Provided 2nd level desk side technical support to executives.
* Trained new hires in help desk systems and procedures.
* Performed system administration and creation of user accounts.

**Marketing Assistant Microsoft**

Farmington, CT *3/1995 – 3/1997*

* Oversaw the day-to-day management of Microsoft’s Connecticut office.
* Provided Internet marketing, computer and administrative support to district manager & sales, consulting and marketing teams.
* Created spreadsheets, documents and presentations with Microsoft Word, Excel and PowerPoint.
* Coordinated the set-up of in-office corporate marketing efforts and briefings.

**Skills**

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| Google Adwords 7 years | Facebook 6 years |
| Social Media Marketing 6 years | Affiliate Marketing 11 years |
| Microsoft Excel 11 years | Microsoft Office 11 years |
| Long Tail Keyword & Competitor Research 10 years | Microsoft Bing 2 years |
| Microsoft Windows 11 years | Microsoft Word 11 years |
| Search Engine Marketing 11 years | Microsoft Outlook 11 years |
| Search Engine Optimization 11 years | Salesforce 1 years |
| Blogging 10 years | WordPress Plugins & Themes 6 years |
| Webmaster 11 years | Display Ads 2 years |
| CMS 8 years | Content Creation 11 years |
| Urchin/Google Analytics 10 years | Facebook Ads 2 years |
| Content Marketing 11 years | Photoshop CS6 1 year |
| TCP/IP Networking 2 years | Google Adwords Certified 1 year |
| HTML/CSS 11 years | Remarketing 1 year |
| Pinterest 2 years | Google Shopping 1 year |
| Blogger 8 years | Marketing 15 years |
| Twitter Ads 1 year | LinkedIn 3 years |
| Market Research 11 years | Promotions 2 years |
| Help Desk & PC & Computer Repair 8 years | Public Relations 2 years |
| YouTube 8 Years | iPhone 4 years |
| Google Webmaster Tools 4 years | Mac 11 years |

**Education**

Bachelor of Science, Business Administration, Marketing

**Northeastern University, 1991**