

Lawrence Clayton III

Remote SEM Specialist

Profile

Results-focused data lover with a bias towards taking action. Highly productive, remote T-shaped marketer well versed in content marketing, SEO (onsite) & PPC. Seeking a role to utilize my business acumen, communication and analytical skills. Consistent record of surpassing goals through drive, working smarter and attacking problems head-on.






Skills

- HTML, CSS, Javascript
- Microsoft Excel
- Account Management
- Risk Analysis
- Site Auditing

Tools

- Google Analytics
- Wordpress
- Moz
- SEMRush
- Schema markup

Contact Details

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Education



University of Texas - Austin
Finance - Bachelor of Arts



Acadium
SEO, PPC, Content & Analytics



Thinkful
Front End Web Development

Certifications

- Google AdWords (Measurement & Search)
- Google Analytics I & II
- Facebook Blueprint
- Hubspot Content Marketing
- Series 7 & 63 (FINRA)
- Bing Ads (in progress)

Marketing Experience

Remote SEM Specialist | 3rd Digital Marketing 4/2018 - Now

- Perform site audits & SWOT analyses for businesses, digital agencies & national organizations to support go-to-market launches, traffic & lead generation efforts
- Supported several website growth strategies by writing 9 pillar posts, geolocation SEO & content pieces to drive organic site traffic
- Repurposed older high traffic content & podcasts into new content for ranking and site traffic purposes
- Created COVID-19 paid search strategy for digital agency to grow brand, business and help businesses seeking to reduce expenses during economic downturn
- Created & managed paid search campaign for luxury new home builder
- In simulated PPC environment using live keyword data, delivered +1000% increase in ROI & revenue and highest profit per conversion among all marketers

SEO Associate, Web Designer | Rio Paso Design 10/2016 - 4/2018

- Increased company revenue 25% per deal by offering complimentary business consulting on how to grow revenue via their new website
- Optimized on-page SEO after drafting site keyword map based off relevant keyword traffic & keywords competitors ranked for
- Installed Wordpress shopping carts based upon best UX focusing on minimizing friction points in the sales process to increase close ratios

eCommerce Marketing Manager | Cluzzo 2/2016 - 12/2017

- Managed Facebook & Amazon PPC campaigns, increasing sales 25%
- Improved Amazon listing ranking with cleaner copy & better keyword usage that led to product rising to the 1st page, from the 3rd page
- Reached out to & interviewed clients for feedback; subsequently worked with supplier to redesign product growing sales 25% & reducing storage costs 10%
- Devised aggressive Facebook, Amazon PPC ad & sales plan to liquidate product quickly, saving owners \$1,000's in storage expense

Paid Social Media Manager | Riva 10/2017 - 8/2018

- Oversaw Facebook marketing campaign that grew impressions +50% with more engagement, informative content & product lifestyle videos
- Created & A/B tested Facebook ads resulting in 100% increase in impressions, 25% increase in qualified leads & \$13,000 in sales commissions
- Created Canva infographics, Facebook & Instagram videos to reach targeted buyer persona increasing email marketing list over 40%

Other Experience

Broker, Owner | The Balance Group 7/2000 - 8/2003

- In 1st year, firm cleared +33% of the short term energy transactions
- Generated over \$250,000 in commissions within 8 months of inception
- Brokered products ranging in value from \$500,000 to over \$5 million

Energy Trader & Desk Manager | Enron 6/1998 - 8/1999

- 1 of 3 desk managers that generated +\$2M in trading profits, personally adding over 13% to that goal
- Managed over 12,000 megawatts of power assets & 10 junior traders
- Allowed to risk & negotiate short term deals ranging in value from \$150,000 to \$2.5 million (Value at Risk, VAR)