



# ERIC ALMEIDA

Full-Range Digital Marketer, Growth Hacker + Optimizer

almeidafullstack.com


## CAREER FOCUS


To utilize my strengths and versatility as a digital marketer to drive business growth in environments that underscore the value of high-quality user experiences.

## SUMMARY

An impact-driven digital marketer who thrives in both strategic and tactical functions. Immersed in ever-evolving best practices for organic and paid search, paid media, analytics and optimizing every aspect of a brand for conversion potential.

## CONTACT

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 813.368.8585

 EricAidenAlmeida

## WORK EXPERIENCE

**Director, Inbound Marketing | Wilderness Agency | Oct '18 - Present**  
Responsible for managing all digital marketing, analytics and reporting for the agency and clients across a wide range of industries. Instrumental in client acquisition through research and leading strategy for highest-impact growth opportunities.

**Digital Experience Lead | Home Bass | Jun '17 – Feb '22**  
Managed all web and digital marketing efforts for music festivals and resort buyouts in Orlando, FL. Directly responsible for exponential brand and business growth, achieving consistent event sellouts and maximizing profitability by minimizing customer acquisition costs and diversifying revenue channels.

**Supply Chain Director | Blush & Bar Jewelry | Sep '19 – Jan '22**  
Generating continuous lifts in revenue, customer acquisition and retention through multi-channel marketing initiatives, product development and full-funnel optimizations.

**Sr. Director of SEO | Branded Holdings | Jan '13 – Jun '18**  
Created and managed an SEO-focused content production process to scale, involving multiple teams and vendors to deliver almost 1,000 best-in-class articles. Drove exponential growth in organic traffic and revenue through content and continuous optimization of pages across three domains in the personal finance and insurance sectors.

## EDUCATION

**Full Stack Certification | RefactorU | April '15**  
Comprehensive study of programming logic and front-end web development, gaining proficiency in HTML, CSS and JavaScript.

**AS, Business Admin | Hillsborough Community College | May '19**  
General course of study in business and related fields.



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## SKILLS & TOOLS

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- Google Analytics, Ads (both Certified) and Search Console
- Organic & Paid social including Facebook Ads expertise
- SEO Tools such as Moz, SEMRush, ahrefs, Screaming Frog, Sitebulb
- Email marketing & automation // MailChimp, Klaviyo, SendGrid
- HTML, CSS, JavaScript, Git, WordPress, Webflow, Shopify & SquareSpace
- E-commerce optimization, listing & product development, funnel & buying cycle optimization

## IMPACT & ACCOMPLISHMENTS

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### HOME BASS & MUSIC FESTIVAL TRIPS

- Overhauled all paid advertising efforts to triple brand reach at 80% of budget in 2017
- Optimized campaigns and marketing funnels for conversions, led business to complete sell-out of annual events in 2017-2019 while staying under-budget
  - Directly attributed sales in 2019: \$590,000 of \$1,079,000 total
- Developed new websites in WordPress and Webflow, as well as a companion app for festival attendees to drive deeper customer engagement and merchandise sales
- Continued marketing efforts to achieve success with events during COVID, achieving record profitability for the November 2021 event.

### BLUSH & BAR JEWELRY

- Shepherded complete transition from dropship model to dedicated manufacturing and fulfillment operation; established brand catalog, third-party logistics (3PL) and syndication + optimization of marketplace listings on Amazon and Walmart.com
- Drove growth in revenue and E-commerce transaction volume month-over-month through paid advertising channels, email marketing, content and conversion optimization techniques
  - Nearly doubled organic traffic & visibility from Q4 2019 to Q4 2020
  - Exponential growth of customer base + email subscriber list (29K to over 300K)
  - Expanded audience reach through segmentation, diversifying and sequencing brand touch points with automated messaging aligned to sales funnels

### BRANDED HOLDINGS

- Co-created and managed all editorial and publishing practices across child brands
- Created and enforced SOP for content production in line with organic ranking initiatives, responsible for monthly production budget of \$250,000 at scale



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- Acquired backlinks from top-tier domains including NerdWallet, Equifax, Fool, New York Times, Forbes, Business Insider & more
- Through optimization pushed dozens of pages into top ten search results in highly-competitive personal finance and insurance spaces

#### **Quote.com**

- Increased monthly sessions in 2018:
  - 7,000 in January | 15,000 in May | 21,000 in July | 40,000 in September
- Increased monthly revenue in 2018:
  - \$1,000 in January | \$3,000 in May | \$12,000 in September

#### **CreditLoan.com**

- Exponential growth in organic traffic via content led to increased organic revenues in 2018
  - Organic revenue in Jan 2017: \$130,000 | Jan 2018: \$311,000
  - Record organic revenues month-over-month through the rest of the year
- Successfully combatted negative SEO attacks, removing over 60% of backlinks designated as negatively impacting rankings in 2017