

Barry J. Preusz

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Major Accomplishments: Developed compelling content to get readers to take action... achieved hundreds of web pages ranked above-the-fold on Google SERP... optimized Google Knowledge Graphs, Google Business Profile (GBP), directory listings, featured snippets, top 3 and top 10 rankings, image carousels, People Also Ask.

Web Content

- Develop and implement content strategy.
- Research, write, and post compelling, unique content.
- Develop infographics, comparison charts, continuums, and other graphics to visually display important information.
- Write and maintain company blog, user generated content, and manage social media.
- Develop and maintain YouTube channel.
- Identify trends, adjust strategies, and implement new material to establish thought leadership.
- Write product comparisons, pros and cons, advantages and disadvantages.
- Develop comparison charts, FAQs, and product buying guides.
- Manage product reviews and collect and display testimonials.
- Write, direct, film, edit, and post product video.
- Manage and write newsletters, marketing emails, and monitor drip marketing campaigns.

eCommerce

- Manage product mix and category assignments.
- Perform competitive analysis, price comparisons, and implement adjustments.
- Conduct email campaigns using Constant Contact and Email Merge Pro.
- Seek manufacturer coop funding and integrate with website marketing.
- Manage page layouts, navigation, links, and sitemap to improve user experience (UX).
- Develop webpage layouts, templates, design elements, and improve site navigation.

SEO & SEM

- Conduct best practices SEO for on-page optimization.
- Perform keyword research and analysis, develop long-tail keywords, and integrate with content strategies.
- Research semantical keywords and topic entities to integrate with content strategies.
- Optimize images, alt tags, PDFs, and videos. Brand PDF's.
- Develop and implement internal linking strategy, content links, bookmarks, and title tags.
- Conduct off-page SEO, including off-site ranking factors for relevance, trustworthiness, authority, and backlinks.
- Perform website traffic analysis, monitoring acquisition, channels, CTR, conversions, and revenue.
- Develop and monitor Google Search Ad campaigns. Manage budgets and submit coop funding reports for reimbursement.
- Monitor competitor rankings, pricing, and marketing practices.
- Develop and implement mobile marketing compliance and strategy.
- Manage category pages, product pages, and brand promos.
- Target Google's YMYL and E-E-A-T to meet highest quality ratings and attain top SERP results.

Background Highlights

- **Digital Marketing Specialist**, Les Olson IT, Salt Lake City, Utah 1.5 years
- **Internet Marketing/SEO Analyst**, Vitality Medical, Salt Lake City, Utah 13-years
- **Sales & Sales Management**, ADVO, Inc., Seattle, Washington 7.5-years
- **Product Manager**, HealthComm International Inc., Gig Harbor, Washington 1-year
- **Chief, Marketing & Advertising**, U.S. Army Reserve Officer's Training Corps (ROTC), Fort Lewis, Washington 2-years
- **Logistics Planner, Company Commander, Personnel Manager**, U.S. Army, Fort Campbell, Kentucky 4.5-years
- **Platoon Leader, Company Trainer/ Asst. Personnel Officer**, U.S. Army, Gelnhausen, Germany 3-years

Education

MBA in Marketing, City University, (President's Honors, GPA 4.0).

BA in Political Science, Minor in Military Science - Brigham Young University, (GPA 3.6).

Digital competencies – MS Office, G Suite, Photoshop, Google Search Console, HTML, CSS, WordPress, Magento, Shopify, CRM Software, others.

Certifications: Google Advanced Analytics, Search Ads, Looker (Data) Studio, SEMrush, HubSpot Content Marketing, and Ahrefs.