

Ken Fortney

Proactive professional with 9+ years of experience and a proven knowledge of search engine optimization, process improvement, and brand management. Aiming to leverage my skills to successfully fill the Content Marketing Manager role at your company.



Content Marketing Manager

Reno, NV

ken4tney@gmail.com

Work History

REMOTE FREELANCE WRITER (SEO SPECIALIST)

Upwork (Jan 2019 - Present)

Optimizing Web site exposure by analyzing search engine patterns to direct online placement of keywords or other content | Developing content for articles to engage audience | Researching ideas and facts pertinent to the type of content/topic assigned | Creating and maintaining company websites on Wordpress | Establishing company profiles on social media and online directory listings | Experimenting with backlink tactics to increase domain authority

REMOTE BUSINESS DEVELOPMENT MANAGER

Premier Access (Nov 2015 - Dec 2018)

Analyzed applicant financial status, credit, and property evaluation to determine feasibility of loan approval | Built and maintained relationships with customers | Designed website banners, business handouts and assisted with web visuals | Researched and improved new methods and trends | Responsible for digital marketing activities to increase unique traffic | Effectively managed a high-volume of inbound and outbound customer calls | Trained and supervised employees

OWNER/MARKETING ADVISOR

Money Mailer of Wilmington (Jul 2014 - Oct 2015)

Carried out all aspects of sales activities such as lead generation, business development and cold calling | Led customer expansion efforts and business development that optimized revenue potential through direct mail marketing | Implementation of sales plans through direct mail and ad design | Created and delivered formal proposals in small and large group settings

INFANTRYMAN SQUAD LEADER

United States Marine Corps (Jan 2009 - Jan 2013)

Patrolled area of operations to prevent and detect signs of intrusion and ensure security of local inhabitants | Asked questions in accordance with instructions to obtain various specified information, such as person's name, address, age, religious preference or state of residency

Education

DIGITAL MARKETING GRADUATE CERTIFICATE
Cornell University (Graduated Mar 2019)

MBA Webster University (Graduated Jul 2014)
Webster University (Graduated Jul 2014)

BA (HISTORY) & BMUS (PERFORMANCE)
Bob Jones University (Graduated Dec 2008)

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