

KEN FORTNEY

25/07/1983 | United States | 3495 Lakeside Drive #1191, Reno 89509, USA | 910-470-7399 | ken4tney@gmail.com | startupscaffold.com

Profile

- Working individually as well as with the marketing team.
- Writing, editing and proofreading new content.
- Doing marketing research.
- Aligning social media updates with website updates to ensure content is up-to-date and consistent across both types of communications platforms.
- Collecting client's database and email lists to use it for our email newsletter to send the new service to them.
- Creating content designs and scheduled posts for the pages by social media platform.
- Encouraging customers and clients to a call to action by providing the information about our services, which they need.
- Copied, edited and proofread content created by other content writers to provide detailed feedback.
- Developed content for articles to engage audience.
- Researched ideas and facts pertinent to the type of content/topic assigned.

Work experience

Freelance Writer (SEO Specialist) 12/2018 – present
Upwork, Remote, USA

- Developed content for articles to engage audience.
- Researched ideas and facts pertinent to the type of content/topic assigned.
- Performed keyword research prior to content development.
- Made extensive use of inbound marketing and content marketing strategies.
- Created and maintained company websites on Wordpress
- Established company profiles on social media and online directory listings

Business Development Manager 11/2015 – 12/2018
Premier Access Consulting, Las Vegas, NV (Remote), USA

- Reviewing requests for credit limit increases and APR reductions.
- Approving or rejecting applications that fit with the set standards.
- Analyzing applicant financial status, credit, and property evaluation to determine feasibility of granting loan.
- Corresponding with interview applicants or creditors to resolve questions regarding

Work experience

- application information.
- Reviewing, processing, closing and administrating loan proposals. Interviewing applicants and requesting specified information for loan applications.
- Building and maintaining relationships with customers.
- Address client inquiries and ensure that their needs are consistently met.
- Following-up with potential clients and developing project proposal packages.
- Creative marketing strategy.
- Designing website banners and assisting with web visuals.
- Researching and improving 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 07/2014 – 10/2015
Money Mailer of Wilmington, Wilmington, NC, USA

- 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.
- Identifying marketing opportunities and customer requirements.
- Implementation of sales plans through direct mail and ad design.
- Networking and communication with other parties.
- Contacted local businesses within the assigned territory.
- Initiated sales and closed transactions.

Education

History & Orchestral Instrument Performance 08/2002 – 12/2008
Bob Jones University, Greenville, SC, USA

- Completed two liberal arts bachelors degrees
- As a performance major, mastered public demonstrations both in groups and as an individual.
- As a history major, performed hours of intensive research, writing, and editing.
- As a history major, learned the art of sifting reliable from unreliable sources; studied the importance of prioritizing primary sources above secondary sources.

Education

Masters in Business Administration 01/2013 – 08/2014

Webster University, Camp Lejeune, NC, USA

- Completed basic and advanced courses in economics, business, finance, management, human resources, project management, and marketing.
- Constructed business and marketing plans for large and small businesses, as well as financial reports such as pro forma statements, balance sheets, and break-even analyses.

Digital Marketing Graduate Certificate 02/2019 – 03/2019

Cornell University, Web Based (eCornell), USA

- Brand development and positioning to targeted public segments.
- Conducting key word research and web statistics reporting.
- Keeping up to date with current digital trends.
- Recognizing the market and formulate marketing activities with a firm focus on individual product and subject.
- Social Media management.
- Using web analytics software to monitor performance of client websites and make recommendations for improvement.

Skills

Marketing

Content Marketing Strategy	
Social Media Management	
Search Engine Optimization	
Company Branding	
Email Marketing	
Strategic Planning	

Design

Adobe Photoshop	
Wordpress	
Direct Mail Ad	
Digital Ad	
Infographics	
Copywriting	

Sales

Inbound Sales Strategy	
Inbound Marketing Strategy	
Lead Generation	
Networking	
Public Speaking	