

Contact

9104707399 (Work)
ken4tney@gmail.com

www.linkedin.com/in/ken-fortney
(LinkedIn)

Top Skills

Marketing
Social Media
SEO

Languages

English

Certifications

Digital Marketing Certification
Link Building 2019: Google SEO #1
Ranking Tactic (Backlinks)
Inbound Certified
Google Analytics Individual
Qualification
Content Marketing Certification

Honors-Awards

Meritorious Mast

Ken Fortney

Content Marketing Strategist & Ghost Writer
Reno, Nevada

Summary

I am obsessed with quality content marketing, because it is the fastest long-term approach to making your business more profitable than anyone thought possible.

Experience

Upwork

REMOTE FREELANCE WRITER (SEO SPECIALIST)

January 2019 - Present

Reno, Nevada Area

- 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.

Premier Access

REMOTE BUSINESS DEVELOPMENT MANAGER

November 2015 - December 2018 (3 years 2 months)

Las Vegas, Nevada Area

- 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.

Money Mailer

OWNER & MARKETING ADVISOR

July 2014 - October 2015 (1 year 4 months)

Wilmington, North Carolina Area

- 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

Modern Marketing Inc.

MARKETING INTERN

April 2014 - June 2014 (3 months)

Greenville, SC

- Coordinated roadshow, event-based marketing events at wholesale warehouse vendors

United States Marine Corps

3 years 11 months

COMPANY CLERK

February 2012 - November 2012 (10 months)

Camp Lejeune, NC

- Prepared reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database or presentation software.
- Conducted research, compiled data and prepared papers for consideration and presentation by company commanders, committees and commanding officers.

INFANTRYMAN SQUAD LEADER

January 2009 - February 2012 (3 years 2 months)

Camp Lejeune, NC

- 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

Webster University

Master of Business Administration (M.B.A.), Business, Management, Marketing, and Related Support Services · (2013 - 2014)

Bob Jones University

Bachelor of Arts (B.A.) & Bachelor of Music (BMus), History & Music Performance · (2002 - 2008)