

Kenneth (Ken) Fortney

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Work experience

Upwork

Jan 2019 — Present

REMOTE FREELANCE WRITER (SEO SPECIALIST)

- 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

Nov 2015 — Dec 2018

REMOTE BUSINESS DEVELOPMENT MANAGER

- 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.

Money Mailer of Wilmington

Jul 2014 — Oct 2015

OWNER & MARKETING ADVISOR

- 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

Apr 2014 — Jun 2014

MARKETING INTERN

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

United States Marine Corps

Jan 2009 — Jan 2013

INFANTRYMAN SQUAD LEADER

- 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.

Qualifications

- Digital Marketing Certification (Cornell University)
- Link Building 2019: Google SEO #1Ranking Tactic Backlinks (Udemy)
- Inbound Certified (Hubspot Academy)
- Content Marketing Certification (Hubspot Academy)
- Google Analytics IndividualQualification

Education

BMus (Performance)

Aug 2002 — Dec 2006

Bob Jones University

Graduated

BA (History)

Jan 2007 — Dec 2008

Bob Jones University

Graduated

MBA

Jan 2013 — Jul 2014

Webster University

Graduated

References

References available upon request.