

# Ken Fortney

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## 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.

## Education

### **Webster University,**

Master of Business Administration

Graduated - January 2014

Webster University - Master of Business Administration (M.B.A.) (2013 - 2014)

### **Bob Jones University,**

Bachelor of Arts

Graduated - January 2008

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

## Employment History

### **Upwork**

*REMOTE FREELANCE WRITER (SEO SPECIALIST)*

January 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

### **Premier Access**

*REMOTE BUSINESS DEVELOPMENT MANAGER*

November 2015 - December 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

### **Money Mailer Of Wilmington**

*OWNER/MARKETING ADVISOR*

July 2014 - October 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

### **United States Marine Corps**

*INFANTRYMAN SQUAD LEADER*

January 2009 - January 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

## Professional Skills

Search Engine Optimization

Marketing

Web Content Management