

# JOHN F. HIGGINS

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## **PROFESSIONAL SUMMARY**

Highly qualified Marketing professional with extensive experience in Marketing and Online Marketing, using multiple techniques to develop and manage marketing strategies. Increasing company brand awareness via Search Engine Optimization (SEO), Search Engine Marketing (SEM), Website Design & Management, E-mail Marketing, Social Media, writing industry-focused articles, and Event Promotion and Management. Expanding company customer base by working with Sales Management to generate leads.

## **PROFESSIONAL EXPERIENCE**

**Marketing Manager / Sales Support:** Ace Wire Spring & Form Co., Inc. (8/11 – Present)

Growing company brand awareness to ultimately increase the company's customer base. By using multiple marketing techniques simultaneously, getting the company brand in front of as many customer prospects as possible.

- Grow corporate brand awareness by developing marketing strategies involving Online Marketing and Lead Generation
- Manage corporate and (2) secondary websites, including design, content, and monthly analytical analysis of website activity
- Develop and administer Search Engine Optimization (SEO) for corporate and (2) secondary websites
- Expand Search Engine Marketing (SEM) by maintaining Google Adwords
- Increase corporate exposure via social media, article content writing, article placement in industry publications, advertisement design/placement, and video creation
- Develop marketing materials for sales team use
- Coordinate with National Sales Manager on gathering leads and tracking their progress to customer status
- Perform direct e-mail campaigns involving landing pages containing call to actions and manage / grow contact database
- Manage trade show and event logistics
- Measure ROI of marketing activities monthly by creating and running multiple reports for company owners

**Online Marketing Specialist / Web Developer:** Roomful Express Furniture (12/09 – 2/11)

Expanded company online presence by managing redesign of corporate website and online product presentation. Also communicated directly with customers through e-mail marketing and online surveys.

- Expanded online presence by managing website redesign with addition of e-commerce project
- Improved online brand awareness by maintaining corporate website and product presentation
- Performed e-mail marketing / online survey campaigns while incorporating social media using Facebook and Twitter
- Increased web traffic by 10% for corporate website

**Webmaster / Marketing Communications:** CompuCom Systems, Inc. (Getronics / RedSiren) (3/01 – 12/08)

Grew company brand awareness by designing and maintaining corporate websites, working with Marketing team developing graphics and content to use in marketing materials, and managed e-mail campaigns and online surveys.

- Increased brand awareness through design/daily maintenance of Getronics U.S. website & (3) secondary websites
- Managed integrated Internet Marketing communications, including Search Engine Marketing (SEM)
- Performed e-mail marketing / e-newsletter development / online survey campaigns
- Developed & managed Search Engine Optimization (SEO) for all U.S. websites
- Increased web traffic by 400% for RedSiren corporate public website

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

**Marketing Manager / Tele-Sales:** Microbytes, LLC (7/00 – 12/00)

**Marketing Manager:** Ourtools.com, Inc. (11/99 – 5/00)

**Marketing Coordinator:** Franklin Interiors (4/98 - 11/99)

**Associate Account Executive:** Brabender/Cox (8/97 - 4/98)

## **EDUCATION**

**Duquesne University,** Pittsburgh, PA

Master of Business Administration (Areas of Concentration: Marketing and Sales)

**Pennsylvania State University,** University Park, PA

Bachelor of Science (Areas of Concentration: Marketing, Advertising, and Psychology)

**University of Pittsburgh Computer Learning Center,** Pittsburgh, PA

Completion of Webmaster Program (Certified Web Author)