

Theo Dalton

Sr Marketing Consultant

ABOUT ME

Marketing consultant with 6 years of experience coordinating cross-functional teams of designers, copywriters, and developers for accounts averaging \$273,100 in annual spend. Delivered quarterly strategy reviews and measurable campaign results to maintain a 92.1% client retention rate, while using Google Analytics, Google Ads, and SEO audits to lift search rankings and conversion rates across B2B and e-commerce accounts.

PROFESSIONAL EXPERIENCE

Sr Marketing Consultant

Prairie Wind Marketing Group, Huron, SD | 2023 - Present

- Maintained a 92.1% client retention rate across annual renewals by delivering quarterly strategy reviews and measurable campaign results.
- Improved search engine rankings by an average of 14 positions for 9 client websites using Google Keyword Planner and on-page SEO audits.
- Increased landing page conversion rates from 2.05% to 3.3% for an e-commerce client through A/B testing of headlines, CTAs, and page layouts.
- Coordinated cross-functional teams of designers, copywriters, and developers to execute integrated marketing strategies for accounts averaging \$273,100 in annual spend.

Marketing Consultant

Bluestem Creek Consulting LLC, Mitchell, SD | 2021 - 2023

- Lifted conversion rates by 7.05% for 11 regional clients by restructuring paid search campaigns in Google Ads and refining audience targeting.
- Moved 6 client websites from page 3 to page 1 rankings for primary keywords within 90 days of onboarding.
- Built monthly performance dashboards in Google Analytics and Microsoft Excel, reducing client reporting time from 8 hours to 3 hours per account.

Marketing Coordinator

Elm Valley Media Partners, Brookings, SD | 2020 - 2021

- Raised client search engine rankings by an average of 7 positions across 13 local business accounts through keyword research and content updates.
- Tracked campaign conversion metrics in Google Analytics for 8 concurrent accounts, flagging underperforming ads within 48 hours of launch.
- Drafted SEO content briefs and coordinated publishing schedules using a content management system for 4 weekly blog posts per client.

CERTIFICATIONS

- AMA Professional Certified Marketer, American Marketing Association, 2022

CONTACT INFORMATION



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Huron, SD 12345

EDUCATION

B.S. in Advertising

South Dakota State University,
Brookings, SD
2016 - 2020

KEY SKILLS

- Google Analytics
- Google Ads
- SEO Strategy
- B2B Marketing
- Salesforce CRM
- Conversion Rate Optimization
- Content Management Systems
- Microsoft Excel
- Paid Search Advertising
- KPI Reporting