

CHRISTOPHER CONNOR JR.

<https://cjcjr.com>

(908) 432-7208 cjconnor.jr@gmail.com

EMPLOYMENT

DIGITAL MARKETING SPECIALIST

CBC Automotive Marketing, May 2017 – Present

Designed, manage, and implement in-house SEO service offering for agency clients

Responsible for implementation of dynamic remarketing campaigns on Google Search Network for agency clients, with an average monthly budget of \$15,500

PROJECT COORDINATOR / FRONT-END DEVELOPMENT

Advice Media | MedNet, March 2016 – February 2017

Served as primary liaison between agency clients and development team

- Q1 - Q3 Net Promoter Score increase from -33 to 80
- Record departmental EBITDA achieved in Sept. & Nov., 2016

Responsible for three monthly “go lives” with individual average project values of \$4,500

DIGITAL MARKETING SPECIALIST

Advice Media, January 2014 – February 2016

Day-to-day digital marketing operations for agency's clients, including link building, citation building & maintenance, competitor analysis, onsite content optimization, page speed optimizations, audits, data analysis, and client-facing demonstration of ROI

Developed Organic social media strategy for Facebook and implementation process agency-wide, with the objective of ability to scale. Curated content mix combining promotional posts with those adding value, education, and entertainment, resulting in across the board engagement rate increases

SEO ANALYST

Dealer.com, May 2013 – December 2013

EDUCATION

UNIVERSITY OF VERMONT

College of Arts and Sciences

Major: French Language & Literature

Minor: History and Business Administration

August 2008 – May 2012

VOLUNTEER WORK

THE HELP EXCHANGE

French Pyrenees

Online network matching hosts providing room & board with volunteers in exchange for labor & services

August 2012 – January 2013

TOOLS & COMPETENCIES

SEARCH CONSOLE

SCREAMING FROG

SCHEMA.ORG / JSON-LD

GOOGLE ANALYTICS

AHREFS

WORDPRESS

ADWORDS FUNDAMENTALS

SEMRUSH

PHOTOSHOP

- Search Advertising
- Video Advertising

DEVELOPER TOOLS

- Elements
- Console
- Audits
- Lighthouse