



# Rick Maggio

DIGITAL MARKETER

- Website: [www.webgumption.com](http://www.webgumption.com)
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## ► About

*Rick Maggio* is an Internet marketer seeking growth and partnership opportunities. Specialties: Search marketing (SEO, SEM), social media marketing, Web analytics, affiliate marketing and project management.

### *Employment History*

- **Marketing Director**, [Web Gumption](#) :: 03/2014 – current
- **SEO and PPC Specialist**, Inspirations for Youth and Families and Cove Center for Recovery :: 08/2013 – 03/2014
- **Director of Internet Marketing**, Razzle Enterprises, LLC :: 05/2012 – 08/2013
- **Internet Marketing Manager**, THAT Agency :: 05/2008 – 05/2012
- **Search Engine Marketing Specialist**, Agora Publishing :: 01/2008 – 05/2008
- **eCommerce Manager**, Everglades Direct :: 05/2006 – 11/2007
- **IT & eCommerce Manager**, RJM Homes :: 10/2004 – 4/2006

### *Education*

- **Bachelor of Arts in Business Administration**, University of Florida :: 05/2002

### Skills Overview

**ORGANIC SEO** ○○○○○○○○○○

**PPC MARKETING** ○○○○○○○○○○

**SOCIAL MEDIA MARKETING** ○○○○○○○○○○

EMAIL  
MARKETING 

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DISPLAY  
ADVERTISING 

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AFFILIATE  
MARKETING 

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WEB DESIGN 

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## ► Search Engine Marketing

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Experienced search engine marketer with extensive agency and client-side experiences, implementing and managing small to high-scale projects.

### Overview of Organic SEO Skills

- Keyword research
- Content optimization
- Website architecture
- Website technical analysis
- Video optimization
- Photo optimization
- Local SEO
- Campaign budgeting
- Link building
- Content marketing
- Link baiting
- Scalable link building
- Strategic link development
- Link retrieval
- Campaign analysis

### Overview of PPC (pay per click) Marketing Skills

- Keyword research
- Ad creation & testing
- Budget optimization
- Geo-targeting
- Onsite optimization
- Quality score optimization
- Landing page testing (A/B & Multivariate (MV) testing)

**Related Tools:** Google keyword research tool, Google AdWords editor, SEMRush, OpenSiteExplorer (and SEOMoz suite), etc.

## ► Social Media Marketing

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Experienced social media marketer with a passion for creating engaging and entertaining social media strategies.

Overview of Social Media Marketing Skills

- Facebook marketing
- Twitter marketing
- Pinterest marketing
- Youtube marketing
- Blogging
- Social contest & promotions
- Content development
- Content planning
- Blogger outreach
- Campaign budgeting
- Campaign analysis

**Relevant Tools:** Qwaya, SproutSocial, Hootsuite, Woobox, etc.

## ► Email Marketing

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Seasoned email marketer with experience in small and large email marketing campaigns.

Overview of Email Marketing Skills

- Email list building strategy & implementation (scalable)
- Email campaign management
- Email automation strategy
- Inbox deliverability testing
- Landing page testing
- Email design testing
- Campaign tracking & reporting
- Campaign budgeting

**Related Tools:** Constant Contact, Aweber, MailChimp, MailMonitor, etc.

## ► Display Advertising & Media Buying

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Experienced cross-network display advertising professional.

Overview of Advertising Skills

- Display ad strategy
- Implementation
- Retargeting (display, click, search)
- Campaign budgeting
- Banner ad testing
- Landing page testing
- Campaign tracking
- Campaign analysis

**Relevant Tools:** Google AdWords, SiteScout, AdBeat, WhatRunsWhere, AdRoll, Qwaya, etc.

## ► Affiliate Marketing

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Marketing professional with experience building and managing affiliate marketing programs.

Overview of Affiliate Marketing Skills

- Affiliate program creation
- Pricing strategy (CPA, CPL, Hybrid)

- Publisher management
- Publisher outreach
- Website monetization
- Pixel management
- Campaign reporting & analysis
- Campaign optimization

## ► Web Analytics

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Experienced Web analytics professional experienced in designing and implementing small-scale and robust solutions for campaign and user tracking.

### Overview of Web Analytics Skills

- Website analytics implementation
- Custom reporting
- Analytics customization
- Google Analytics
- Omniture
- Data analysis
- Email analytics
- Social media analytics
- Affiliate marketing analytics
- Display advertising analytics

**Relevant Tools:** Google Analytics (certified), Omniture, custom tracking solutions, MS Excel and Excellent Analytics, Mail Monitor

## ► Recent Projects

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A few recent projects that I am or have worked on.

- **SEO and Marketing**, Inspirations for Youth and Families ([teen rehab](#)) and Cove Center for Recovery ([adult rehab](#))
- **RJM Custom Homes** – [Custom home builder](#) website which includes a portfolio, blog, lead generation form, social media integration and basic SEO
- **WalkAbout Wellington** – [Wellington event website](#) which includes event calendar, classified ads, a business directory, blog and more.

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