

# ADAM MORO

## Digital Marketing Manager

Portland, OR

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<https://www.AdamMoro.com>

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### Statement

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Experienced digital marketing manager with over 10 years experience developing and marketing award-winning websites and campaigns. Looking to leverage technical and professional expertise to grow with a new company.

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### Experience

#### Orange Static / Digital Marketing Manager

2008 - Present, Austin, TX & Portland, OR

- Locate, hire, and manage highly talented web developers, digital marketing specialists, and graphic designers
- Work closely with project manager and web development team to ensure all client web development and digital marketing goals are met
- Manage, consult, and implement all client SEO campaigns
- Work closely with clients from point of engagement through completion of project, and maintain ongoing relationships with clients to ensure total satisfaction and long-term retention
- On-page optimization including development of site architecture for increased crawlability, and implementation of standard code optimization.

#### DGWB Advertising / SEO Analyst

2007 - 2008, Santa Ana, CA

- Managed, consulted, and implemented all interactive SEO campaigns
- Consulted on Social Media and Web 2.0 marketing strategies for several large-scale clients
- Performed monthly SEO reporting consisting of statistical analysis and client-facing summaries
- Co-developed new process for all future SEO activities at DGWB
- Performed internal SEO training for account managers and interns in the SEO department

#### Advanced Access / Website Marketing Specialist

2006 - 2007, Anaheim, CA

- Professional SEO content writing for real estate professionals.
- General SEO consultation for a client base of over 100.
- Oversaw ongoing paid, advanced, and free link development.
- On-page optimization including development of site architecture for increased crawlability, and implementation of standard code optimization.
- Keyword research and discovery for targeted organic optimization and cost-effective campaigning.

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### Skills

- \* Search Engine Optimization
- \* Pay-Per-Click Advertising
- \* WordPress development and SEO
- \* HTML, CSS, JavaScript, PHP, MySQL
- \* E-commerce systems and plugins
- \* Project management applications, CRMs, and a variety of other productivity applications (e.g. Basecamp, Salesforce, etc.)
- \* Google Analytics, Google Search Console, Google Developer Tools

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### Education

#### B.S., Business Administration

California State University, Monterey Bay

2001-2005

Google Analytics Certified

