

# Ryan Lingenfelter

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## EXPERIENCE RDLDIGITAL

Independent SEO *Consultant*

Salt Lake City, UT  
September 2018 - Current

- White-labelling for digital marketing agencies for SEO, local SEO, online reputation management (ORM) and conversion rate optimization (CRO) throughout industries in solar, insurance, and e-commerce.
- Have worked directly with clients across e-commerce, SaaS FinTech startup, and multi-location businesses.
- Managing 30-50k monthly ad spend for a beach wedding attire client, generating 6 figures in additional profit for 2018 through paid media (SEM & SMM).

## Blue Raven Solar

*Digital Marketing Manager*

American Fork, UT  
December 2017 - Sept 2018

- Has greatly improved organic traffic, traffic to key geo and other conversion pages, leads, and final designs signed compared with 2017 along with previous months of 2018 and can present these results.
- Manages all local SEO across 20+ office locations while optimizing the blog and other conversion pages.
- Has worked toward integrating marketing automation through HubSpot with Base CRM.
- Manages agencies to run HubSpot, especially related to email drip campaign workflows, analytics, and website updates.
- Managed 5k monthly ad spend within Google and Bing for various locations.

## Progrexion

*Integrated SEO Manager*

Salt Lake City, UT  
March 2017 – December 2017

- Manages all SEO for CreditRepair.com and Lexington Law.
- Works closely with the Earned Media team to optimize content through keyword research and best practices.
- Helps manage external agencies for SEO, Content, and PR.
- Created keyword tracking and reporting through Conductor Searchlight and Search Console.
- Integrates Offline, Optimization, Affiliate, and other departments to maximize SEO value.

## Morgan & Morgan

*Local SEO Manager*

Brooklyn, NY  
March 2016 – January 2017

- Managed an SEO Strategist and a Local SEO Writer within the Local SEO team on ForThePeople.com.
- Performed and directed technical, on-page, and off-page SEO to improve keyword rankings, organic traffic, and the number of free case evaluations.
- Improved rankings for the most competitive keyword phrases in the legal field, across more than 30 office locations, and can present these results.
- Helped to sustain an 18% growth rate in case signings for most practice areas across all locations.
- Collaborated cross-functionally with the Content, Web Development, Graphics Design, Branding, Paid Social, and Intake teams along with an agency responsible for PPC and analytics.

## Wakefly

*Digital Marketing Strategist ← SEO Specialist*

Westborough, MA  
July 2014 – September 2015

- Focused on all forms of non-paid digital marketing including SEO (organic and local), conversion rate optimization, marketing automation, content, user experience, and social media management to increase traffic and conversions for clients.
- Learned the basics of paid digital marketing including pay-per-click (PPC), display, affiliate, and retargeting across these channels.
- Managed a digital marketing team of several specialists, associates, and interns.
- Created 90-day marketing plans to organize deliverables for all clients.
- Served as the point of contact for more than 12 clients at a time, with over 300 monthly billable hours, having worked with over 30 clients total.
- Implemented SEO by performing analytics tools and goals setup, technical audits, keyword research, keyword mapping, backlink mapping, redirect mapping, on-page SEO, off-page SEO, and optimizing content.
- Learned more challenging concepts such as event tracking through Google Analytics, proper canonical tag use, structured data implementation through HTML, and custom recipe use through Google Tag Manager.
- Applied CRO by analyzing call-to-actions, forms, landing pages, and thank you pages using HubSpot's ideology while setting up A/B and multivariate tests through Google Experiments and Visual Website Optimizer.

- Used marketing automation software through HubSpot and Pardot to create personas, improve content, develop steps of the conversion process, and measure inbound marketing success.
- Edited web copy and blog posts using SEO and copywriting techniques to improve user engagement.
- Updated WordPress and Kentico websites along with static HTML pages via FTP.
- Worked with clients in various industries including data center infrastructure, cybersecurity, higher education, corporate training, pet product marketing, e-commerce (clothes, nutritional supplements, military equipment, motorcycle gear, sports products), insurance, non-profit, and custom home building.
- Helped the client services team create proposals and determine the number of monthly retainer hours for prospects.
- Worked closely with project managers and web developers within and outside of the agency.

## **RDLFITNESS**

*Digital Marketer / Owner / Personal Trainer*

Pittsburgh, PA

May 2012 – July 2014

- Improved organic and local SEO to rank within the top three websites on Google for all search queries related to personal training in Pittsburgh and the 15237 area.
- Built a self-hosted website through Pair Networks using WordPress and Headway Theme Builder, learning HTML, CSS, and other basic front-end web development skills.
- Created a logo along with images for blog posts and social media through free vector graphic editing tools.
- Leveraged the success of the website to perform freelance SEO projects for local businesses within financial planning, luxury home building, disaster recovery, construction, law, and dentistry.
- Manages \$30K monthly ad spend through AdWords and especially Google Shopping for a long-time freelance e-commerce client that sells destination wedding clothing.

## **EDUCATION** **The Pennsylvania State University** *Smeal College of Business Student*

University Park, PA  
Graduated: May 2009

- Bachelor of Science in Business Economics
- GPA: 3.4

## **Various Organizations**

*Digital Marketer*

Multiple Locations  
May 2012 – Present

- Google: AdWords & Analytics Certifications
- HubSpot: Inbound & HubSpot Certifications
- Searchlight Conductor: All-Star & MVP Certifications

## **SKILLS** **Digital Marketing** *Digital Marketer*

Multiple Locations  
May 2012 – Present

- Used a large number of tools including Conductor Searchlight, Link Research Tools, SERPs, Ahrefs, Screaming Frog, Xenu's Link Sleuth, Raven Tools, RagePank Redirect Check, Moz Open Site Explorer, Moz Local, MozCast, Whitespark, SEMrush, SpyFu, Google AdWords, Google Keyword Planner, Google PageSpeed Insights, Google Alerts, Google Trends, Google Mobile-Friendly Test, Google Analytics, Google Search Console (Webmaster Tools), Google Tag Manager, Google Structured Data Testing Tool, Bing Webmaster Tools, BuiltWith, Wayback Machine, Readability, BuzzSumo, Copyscape, Siteminer, Bitly, XML-Sitemaps, WebPagetest, GTmetrix, and Pingdom.
- Has working knowledge of HTML and CSS.
- Used HubSpot and Pardot for marketing automation, email drip campaigns, and customer relationship management.
- Used Visual Website Optimizer and Google Experiments for A/B and multivariate testing.
- Skilled in using WordPress CMS along with a variety of plugins such as Yoast SEO.
- Updated websites using Kentico CMS for ASP.NET.
- Added custom scripts, display tags, and tracking for main navigation clicks, internal clicks, external clicks, various button and tab clicks, scroll depth, video engagement, and other metrics to improve analytics through Google Tag Manager.
- Used MailChimp for email marketing.
- Hired freelance writers through WriterAccess to create content for various clients in different industries.
- Used SproutSocial, HootSuite, TweetDeck, and the platforms through Facebook, LinkedIn, Google+, Reddit, Pinterest, Instagram, Quora, Stack Overflow, and Spiceworks for social media management.
- Embedded videos and viewed their analytics through Wistia and Vimeo Pro.
- Used Crazy Egg to analyze heat and scroll maps showing user behavior.
- Applied UserTesting to watch user experiences and ask questions in preparation for a website redesign.
- Used Podium for collecting, directing, and managing online reviews.
- Used CallTrackingMetrics to monitor conversions from phone calls.