Joe Youngblood @youngbloodjoe

## qrcode.18803818.pngContact:

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## Experience

WrightIMC Plano, TX January 2012 – December 2013

Title(s): Senior Account Executive, Senior Strategist, Senior Specialist

Highlights:

* Consultant to major brands such as; Travelocity, TGI Fridays, and Massage Envy
* Consultant to smaller regional brands such as; TexasLending.com, Cash Store, and Statewide Remodeling
* Create SEO and Digital Marketing strategy for clients
* Create Online Reputation Management strategy for clients
* Create Conversion Rate Optimization strategy for clients
* Lead team of SEO and Social Media marketers
* Write and review reports on activity for clients
* Published on Moz.com’s YouMoz Blog
* Spoke at Various conferences and meetup groups (Pubcon Las Vegas, Pubcon New Orleans, Emerging Tech Conference, etc..)

Sigma Relocation Irving, TX December 2009 – December 2012

Title(s): Intern, Online Marketing Coordinator

Highlights:

* Created link building programs
* Created social media marketing strategy for both the company and agents
* Developed content for Reputation Management
* Trained marketing interns on SEO and Digital marketing
* Removed website from Google Panda penalty

## Tools I am Familiar With

SEOMoz Tools, Open Site Explorer, MajesticSEO, Buzzstream, Google Analytics, Google Webmaster Tools, Bing Webmaster Tools, Link Research Tools, Optimizely, Convert.com, Google Trends, Google Insights, Topsy, Screaming Frog, Microsoft Excel

## Other Qualifications

* Vice President of Dallas - Fort Worth Search Engine Marketing, a local non-profit club for SEO and Digital marketers.
* Building HTML websites since 1995, Digital Marketing and SEO since 2004
* Marketing degree from University of Texas at Arlington 2010