

# Samuel T. Rhoads

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## CAREER SKILLS & KNOWLEDGE:

- Digital Marketing & Interactive Strategy
- e-Mail Campaign Strategy & Content Creation
- SEO Strategy & Implementation
- Lead Generation & e-Commerce Tactics
- Project Management (Agile Methodology)
- Leadership & Presentation Skills
- Website Content Optimization

## TECHNICAL ABILITIES & SKILLS:

- Languages: English | Spanish
  - Data Analytics
  - Microsoft Office | Google Suite
  - Website Development Platforms
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As a data-driven digital marketing strategist and project manager, I utilize a customer-centric approach to develop and implement effective strategies that guide customers through their journeys by creating awareness, capturing sales, and fostering loyalty. In my current role as a digital marketing specialist, I am responsible for go-to-market strategies for new and existing products by crafting engaging content, launching e-Mail campaigns, and optimizing website design in order to drive engaged visits, ultimately increasing return on ad spend. Through an analytical lens, I implement tactics that identify customer pain points and develop pragmatic solutions through lead generation campaigns for the commercial organization.

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## WORK EXPERIENCE:

### **iMatrix**

*Digital Marketing Specialist*

**San Diego, CA**

*Nov. 2021 - Present*

- Formulated, calculated, and implemented analytics-driven digital marketing strategies to drive customer engagement and lead generation for specialized clients
- Analyzed and adjusted PPC campaigns while setting up reporting and ROI tracking in Google Analytics, Raventools, and BrightLocal
- Utilized SEO and PPC best practices to funnel engaged visitors to client's websites while ensuring the optimization of landing pages aimed to facilitate conversion
- Demonstrated expertise in research, deep analysis, and data storytelling for multiple client accounts

### **Rosewood**

*Digital Marketing Specialist*

**San Diego, CA**

*Dec. 2020 - Nov. 2021*

- Launched a series of e-Mail campaigns designed to increase traffic to the site, resulting in a 50% increase in engaged visits and an 8% increase in average pages per unique visit
- Increased website traffic from MAP campaigns resulted in a 123% gain in monthly sales over the last three months
- Created and optimized awareness channels and MAP processes that funneled customers through our website to increase add-to-cart conversions

### **Rosewood**

*Online Sales & Marketing Intern*

**San Diego, CA**

*Oct. 2020 - Dec. 2020*

- Collaborated to design, optimize, and launch Rosewood's website, prioritizing customer experience while alleviating targeted pain points created by the COVID-19 pandemic
  - Coordinated with ownership to define website objectives and establish the social and e-Commerce strategies to achieve organizational goals
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## EDUCATION:

### **San Diego State University**

*Bachelor of Arts and Letters in International Business*

*Specialization in Marketing*

**San Diego, CA**

*May 2021*

*Summa Cum Laude / GPA: 3.95*