

MILES PFEFFERLE

PORTFOLIO: [MILESPFEFFERLE.COM](https://milespefferle.com)

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EXPERIENCE

Digital Marketing Manager - Federal Signal Corporation

JULY 2023 - PRESENT

- Implementing and managing paid efforts across search & social platforms
- Establishing a from-scratch content engine to consistently produce and promote high-quality, search-optimized blog articles
- Auditing brand websites and developing detailed action plans in order to improve SEO scores

Director of Digital Marketing - Verve Industrial

DECEMBER 2020 - JULY 2023

Responsible for:

- Managing paid search campaigns
- Increasing target keyword position and organic traffic
- Improving core web vitals and overall website health
- Event support and logistics
- Exhibit and publication design

Noteworthy accomplishments:

- Achieved and maintained Top 3 position for target keywords
- Launched first paid search campaign in company history and scaled spend 10x
- Led website to become primary source of sales opportunities
- Improved core web vitals by 43 points

Senior SEO Manager - Eduvantis

MAY 2019 - DECEMBER 2020

- Achieved clients' digital marketing and lead generation objectives by advising and executing on data-informed SEO strategies
- Managed accounts for higher education clients including Northwestern University, Seattle University, John Carroll, and CU's Leeds School of Business.
- Built content strategies focused on increasing organic traffic, backlinks, brand awareness, and conversions

EXPERTISE

SEO
Performance Marketing & PPC
Conversion Rate Optimization (CRO)
Lead Generation
Web Design & Development
Analytics & Reporting
Demand Generation
Account-Based Marketing (ABM)
Online Retail/Ecommerce
User Experience (UX)
Account Management

PLATFORMS

Google Ads, Analytics, Search Console, Tag Manager
BrightEdge, SEM Rush
Cloudflare, Hubspot, Salesforce

CMS/LANGUAGES

Wordpress, Woocommerce
HTML, CSS, JS
PHP, SQL, SSH

SOFTWARE

Photoshop, InDesign, Lightroom, Illustrator, Premiere

EDUCATION & AWARDS

B.A. Communications
Northern Illinois University
Global Ambassador Award
TCS Education System
Creative Achievement Award
NIU Dept. of Communication
Diversity & Equity Award
NIU Office of Diversity & Equity
Top Contributor
NIU IT Services

- Presented insights, strategies, and technical research to university leadership
- Pitched new business and drafted proposals for new business development
- Conducted keyword research and website audits for new and existing clients
- Collaborated with client IT departments and investigated workarounds in the client CMS in order to solve technical problems

Website Manager - Encore Global *(formerly PSAV)*

SEPTEMBER 2017 - MAY 2019

- Grew revenue from online leads by 230% in my first year
- Grew online lead volume by 35% in first 12 months
- Established and optimized new channels for lead generation
- Expanded reporting capabilities for the marketing->sales funnel
- Served as technical marketing contact for over 1000 salespersons across North America and Europe

Web Performance Manager - TCS Education System

JUNE 2016 - SEPTEMBER 2017

- Increased organic website engagement and surpassed B2C organizational growth and lead generation goals
- Served as project lead on over five website rebuilds and managed teams of writers, designers, developers
- Presented strategies and milestones to project stakeholders as well as senior leadership and clients
- Managed agency partner relationships and budgets

Web Developer - TCS Education System

SEPTEMBER 2013 - JUNE 2016

- Improved engagement and conversions via strategic application of A/B test results from website pages, templates, and lead gen forms
- Restored technical SEO and overall health of partner websites, which contributed to YOY revenue growth

Web Developer - Young Innovations

JANUARY 2012 - SEPTEMBER 2013

- Increased B2B sales by 7% YOY across online retail properties
- Managed AdWords campaigns and increased conversions while lowering CPC

Graphic Designer - Northern Illinois University

OCTOBER 2009 - DECEMBER 2011

- Designed and developed digital and print materials for incoming

students and families

- Directed university photo-shoots for use in digital and print media