

# MILES PFEFFERLE

PERFORMANCE MARKETER | SEO SPECIALIST | WEB DEVELOPER

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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

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

### Senior SEO Manager - Eduvantis

MAY 2019 - DECEMBER 2020

### Website Manager - Encore Global (formerly PSAV)

SEPTEMBER 2017 - MAY 2019

### Web Performance Manager - TCS Education System

SEPTEMBER 2013 - SEPTEMBER 2017

### Web Developer - Young Innovations

JANUARY 2012 - SEPTEMBER 2013

### Graphic Designer - Northern Illinois University

OCTOBER 2009 - DECEMBER 2011

## EXPERTISE

Content Marketing & SEO  
Paid Search Marketing (PPC)  
Conversion Rate Optimization (CRO)  
Web Design & Development  
Web Analytics & Reporting  
Account-Based Marketing (ABM)  
Online Retail/Ecommerce  
User Experience (UX) Design  
Account Management

## PLATFORMS

GA, GSC, GTM, Wordpress,  
BrightEdge, SEMRush, 6Sense,  
Hubspot, Salesforce

## CMS/LANGUAGES

HTML, CSS,  
PHP, SQL, SSH

## CREATIVE SUITE

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