

# MARSHALL JONES

SUSTAINABLE, COMPOUNDED GROWTH

VIA CONTENT MARKETING & SEO

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2018-PRESENT	<p><b>SEO CONSULTANT   BCG DIGITAL VENTURES, OTHERS</b></p> <ul style="list-style-type: none"><li>• I deliver expert content marketing and SEO strategy to clients in legal, finance, tech and B2B</li><li>• I build promotion strategies to put my clients' expertise in front of potential customers</li><li>• I create content calendars and manage the writers and PR outreach specialists it takes to execute aggressive growth plans</li><li>• Services include:<ul style="list-style-type: none"><li>○ Market research, keyword research</li><li>○ Content creation, publication and optimization for search engines</li><li>○ Promotion and amplification to targeted audiences</li></ul></li></ul>
2019-2021	<p><b>MARKETING LEAD   ROYAL LEGAL SOLUTIONS</b></p> <ul style="list-style-type: none"><li>• Directed sales-focused SEO and content marketing, <b>doubling website visits and revenue in less than a year</b></li><li>• Collaborated to increase brand reach and build client base via social, email, PR, video and PPC</li><li>• Managed a team of writers, designers and link-builders</li></ul>
2017-2019	<p><b>SEO DIRECTOR   INFOGRAPHICWORLD.COM</b></p> <ul style="list-style-type: none"><li>• Expanded core agency offerings (videos and infographics) to include robust content marketing and organic search services. Our new product lines brought in more than <b>10 new enterprise clients and doubled billable services</b> for many existing clients</li><li>• Conducted market analysis and competitor research</li><li>• Led remote teams (writers, artists, videographers) to produce stellar collateral for dozens of clients on tight deadlines</li></ul>
2015-2018	<p><b>DIGITAL MARKETING SPECIALIST   BIZZUKA INC.</b></p> <ul style="list-style-type: none"><li>• Created and executed custom marketing plans for 20-plus clients, most in oil and gas, financial services and B2B</li><li>• Developed, implemented, monitored and reported on SEO and content strategies for traffic and lead generation</li><li>• Oversaw PPC and social advertising</li><li>• Regularly met with clients to report on campaign progress, update goals and answer questions</li></ul>
2010-2015	<p><b>JOURNALIST &amp; COPYWRITER   VARIOUS</b></p> <ul style="list-style-type: none"><li>• Conceived, created, edited, published and promoted content for a variety of print and digital publications</li><li>• Wrote blogs, landing pages, white papers, case studies, press releases and more</li><li>• Interviewed experts and conducted niche research to build out engaging, compelling and irresistible marketing stories</li></ul>
EDUCATION	<p><b>B.S., COMMUNICATIONS   INDIANA STATE UNIVERSITY</b></p>
OTHER	<p><b>PAY-PER-CLICK (PPC) STRATEGIST   TEXAS CASA</b></p> <p><b>LOCAL COORDINATOR   STUDENT AMBASSADOR EXCHANGE</b></p> <p><b>MARKETING VOLUNTEER   THE ARC OF THE CAPITAL AREA</b></p> <p><b>FUNDRAISER   THE AUSTIN MUSIC NETWORK</b></p>

## TOOLS

**GOOGLE** | ANALYTICS, SEARCH CONSOLE

**CMS** | WORDPRESS, ADOBE BUSINESS CATALYST

**SEO** | AHREFS, ALABS, SEMRUSH, SCREAMING FROG

**PROJECTS** | SLACK, BASECAMP, ZOHIO, JIRA