

Colin “Cole” Watts

Digital Marketer. Digital Strategist. Digital Teacher.

Find Me Online: www.ColeWatts.com

SUMMARY OF SKILLS:

- 7+ years of experience in SEO, PPC, Analytics, and Social Media Management.
- Strong sales and presentation skills, with experience in teaching teams.
- Google Adwords and Google Analytics Certified
- Experience with both client based and in-house marketing.
- Tool Knowledge: Ahrefs, Screaming Frog, Conductor Searchlight, Hootsuite, etc.
- Advanced knowledge of on-page PPC, SEO and SEM tactics.

WORK HISTORY:

Waste Industries - Digital Strategist

September 2016 to Present

- Duties include managing all things digital, including PPC, SEO, Email Marketing and Social Media
- Results: We have seen increased organic traffic and social media traffic by 40% in only 3 months.

Watts Digital - Freelance Marketer

December 2011 to Present

- Duties include managing PPC campaigns, SEO, and implementing of overall digital strategy.
- My clients include: ICI Digital, Device Magic, eParamus, and Lithios.

Triangle Marketing Club - Co-Founder

February 2016 to Present

- Co-Founded and created the organization, a networking group of local marketing enthusiasts.
- Results: Fastest growing marketing group in the Triangle.

TheeDesign Studio - Marketing Manager

May 2012 to August 2016

- Duties included managing PPC ads, link building, blog content, and email marketing for clients.
- Results: I helped TheeDesign Studio reach a record high in profit in 2013, 2014, and 2015.

Internet Alliance, Inc. - Co-Marketing Supervisor

July 2010 to May 2012

- Duties included managing consumer outreach channels across 8 eCommerce stores.
- I helped company set record profit across 8 online brands and to launch local city stores in 2012.

Other Relevant Past Experience

July 2006 - June 2010

- Intern
- Assistant Store Manager
- Product Service Specialist

NONPROFIT VOLUNTEER EFFORTS:

- Worked with a variety of non-profits to help in crease their marketing efforts.
- Non-profits experience includes Product Camp RTP, TIMA and, FoodBank of Central and Eastern North Carolina.

EDUCATION:

- **Appalachian State University**, Bachelor of Science, Communications