

Colin “Cole” Watts

Digital Marketer. Digital Teacher. Digital Strategist.

Find Me Online: www.ColeWatts.com

Work Summary: Digital Marketer with over +9 years years in the marketing industry. I have served a number of roles including Digital Marketing Manager, Co-Founder, and Digital Lead during my tenure of helping Companies achieve success online. I specialize in SEO, PPC, and Social Media.

SUMMARY OF SKILLS:

- Strong Communicator and Team Leader, with experience working with C-Suite.
- Strong sales and presentation skills, with event based marketing knowledge
- Advanced knowledge of social media platforms for branding and sales
- Experience with both Local and Multinational Brands
- Advanced knowledge of on-page SEO and SEM tactics.
- Knowledgeable of White-hat SEO link building tactics

WORK HISTORY:

GFL (Formerly Waste Industries) - Digital Marketing Lead **September 2016 to Present**

- Duties include managing all things digital including PPC, SEO, Email Marketing and Social Media Channels. Serves as Project Leader on all website initiatives.
- Awards: Increased organic traffic and social media traffic by 120% in only 3 months.

Watts Digital - Freelance Marketer **December 2011 to Present**

- Duties include managing PPC ads, onsite website optimization, offpage link building and implementing of overall digital strategy.
- Clients include: ICI Digital, Device Magic, eParamus, and Lithios.

Triangle Marketing Club - Co-Founder **February 2016 to May 2017**

- Co-Founded and Created the Triangle Meetup Group, a networking group of local marketing enthusiasts..
- Awards: 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 a variety of small to mid-size businesses.
- Awards: Helped TheeDesign Studio reach a record high in profit in 2013, 2014, and 2015, and as well as help them win a number of Marcom awards.

Internet Alliance, Inc. - Co-Marketing Manager **July 2010 to May 2012**

- Duties included managing consumer outreach channels across 8 eCommerce stores.
- Awards: Helped company in setting record profit across 8 online brands and helped launch local city stores in 2012.

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919 Marketing - Intern

March 2010 to June 2010

- Duties included writing press releases and conducting marketing research.

Deep South Entertainment - Intern

September 2009 to February 2010

- Duties included: Social media marketing and marketing research.

Other Relevant Past Experience

July 2006 - August 2009

- 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 include Product Camp RTP, Triangle Interactive Marketing Association, FoodBank of Central and Eastern North Carolina, and much more.

EDUCATION:

- **Appalachian State University**
•Bachelor's of Science, in Communications

Graduated on December 2007