

# Colin “Cole” Watts

## Digital Marketer. Digital Teacher. Digital Strategist.

Find Me Online: [www.ColeWatts.com](http://www.ColeWatts.com)

**Work Summary:** Digital Marketer with over +9 years in the digital marketing industry. I have served a number of roles including Digital Marketing Manager, SEO Coordinator, Co-Founder, and Digital Lead during my tenure of helping Companies achieve success online. I specialize in Search Engine Optimization(SEO), Pay Per Click(PPC) Management, and Social Media Management.

### 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 website optimization and UX testing.
- Experience managing and optimizing ad campaigns of +\$10,000 a month.

### WORK HISTORY:

#### **GFL Environmental - Digital Marketing Manager** **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, off-page link building and implementing of overall digital strategy.
- Recent Clients include: CAD Designers, Inc., Just Make Scent Candles, Speedly, Tin Roof Teas.

#### **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 midsize 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.

#### **919 Marketing - Intern**

**March 2010 to June 2010**

**Phone:** 828-244-5507  
**Email:** [ColinWWatts@gmail.com](mailto:ColinWWatts@gmail.com)

**Address:** Raleigh, NC  
**LinkedIn :** <https://www.linkedin.com/in/colewwatts>

- 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 nonprofits to help increase 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**