

Anthony Strangis

Business Owner - Marketing Agency

Burnsville, MN 55337

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952-994-4429

A 20+ year Marketing highly motivated professional with a proven leadership ability to drive business growth through B2B and B2C Marketing initiatives that built brand awareness, delivered revenue growth and exceeded organizational goals. Seeking to benefit an organization by effectively strategizing, executing and analyzing Marketing multi-channel programs.

Work Experience

Business Owner

Marketing Agency

2017 to Present

Responsibilities ● Accounting, Training, Marketing, Sales, Program Management & Invoicing

Marketing Representative

SIGNARAMA (Printer)

2018 to 2018

SIGNARAMA (Printer)

Marketing Representative, 2018 (6 Month Contract)

Responsibilities ● Marketing/Sales, Estimating, Project Management, Installation & Invoicing

Digital Marketing Specialist

Ecreativeworks (Website Development and Marketing Agency) - Plymouth, MN

2015 to 2017

Accomplishments

- Concurrently Managing 16 Search Engine Optimization and Google Pay Per Click clients (19 programs).
- Search Engine Optimization: 3D Instruments - Increased traffic 20% within 6 months.
- Search Engine Optimization: Aero Metals - Increased traffic 38%, improved page rankings 44% and doubled monthly conversions year over year.
- Pay Per Click: Miracle Paint - Doubled the CTR while growing the conversion rate 28% within 6 months.

Responsibilities

- Client management including project implementation, Google Analytics reporting, data analysis, digital strategy, recommendations and SEO education.
- Search Engine Optimization: On-page optimization, front-end development, 404s, 301 redirects, metadata, project and keyword research, competitive analysis, content optimization, local SEO, link development, social media, technical audits, site build-outs, pre/post website launch checklists and other SEO related activities.

- Google Ads Pay Per Click: Bid management, placement optimization, keyword research and expansion, quality score monitoring and enhancement, ad copy testing and build-out of new campaigns.
- Ongoing understanding of SEO industry trends, news, technologies & best practices.

Project Manager

PRIORITY SIGN

2014 to 2015

- Directed, managed and completed corporate sign branding projects from concept to completion in a profitable and timely manner.
- Completed 29 Wells Fargo locations including letter sets, pylon, tenant, ATM, informational, directional, DOT and window signage.
- Managed additional clients including Mattress Firm, United Health Group and Country Financial.

Account Director

Performark (Marketing Agency)

2013 to 2014

- Oversaw/assisted with the delivery of a consistent and predictable pipeline of business-to-business sales-ready leads through database services, Inquiry management, lead generation, lead nurturing, and financial/operational online reporting for companies Thomson Reuters (Divisions - FindLaw, Westlaw, Legal Solutions, Firm Central), Rockpoint, and NDS.
- Assisted with the planning, development, and launch of new clients.
- Oversaw 15+ sales-ready lead campaigns.

Marketing Manager

MGM WINE & SPIRITS INC

2013 to 2013

- "Craft Nation" Advertising campaign - (all 44 locations)
- "Exclusively Yours" Product campaign - (all 44 locations)
- "Grand Opening" & "Customer Appreciation" Promotional campaigns (corporate locations)

Account Executive / Marketing Program Manager

BRIDGZ MARKETING GROUP - (Marketing Agency)

2007 to 2011

- Oversaw/assisted with a variety of consumer and business-to-business applications for companies including Carrier, UnitedHealthcare, Webster, Erie, Patterson, Factory Motor Parts, Wealth Management, and Ethicon.
- Managed the development, execution, and updates to Bridgz marketing collateral and campaigns.
- Ensured successful delivery of strategic projects/campaigns from conception to invoicing.
- Campaign monitoring that maximized ongoing program success based on objectives including logistical efficiency, testing, results gathering, analytics, and recommendations.

LINKEDIN - Full work experience & recommendations <http://www.linkedin.com/in/anthonystrangis>

Education

Digital and Social Media Certificates

ST. THOMAS UNIVERSITY
2015

Bachelor's in Marketing
MANKATO STATE UNIVERSITY
1995

Skills

Marketing, Digital strategy, Search engine optimization, Product management, Account development

Links

<http://www.linkedin.com/in/anthonystrangis>

Additional Information

Specialties: Marketing and Digital Strategy, Program and Product Management, Account Development and Retention, Cross-functional team leadership, P&L Management, Analytics, Search Engine Optimization, Pay Per Click, Database Management, Presentations and Training.