

Joseph Glad

Marketing Manager / Writer

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Authorized to work in the US for any employer

Work Experience

Marketing Manager

Bolt Printing-Brookfield, CT

June 2022 to June 2024

Organization:

Bolt Printing is an online-only screen printing and embroidery company. The business sells custom merchandise (shirts, hats, bags, and more) nationwide to businesses, organizations, and individuals.

Position:

As Bolt's marketing manager, I primarily handled the company's digital marketing. This included SEO, content marketing, reputation management, email marketing, and a wide variety of other activities. Being in charge of the department, I also partly oversaw the company's social media.

Outside of digital marketing, I was responsible for handling many of the company's writing and editing needs.

Notable Achievements:

- Increased the company's organic search traffic tenfold
- Started an email program, which averaged a 41% open rate and a 3-5% CTR by the end of my tenure

Marketing Assistant

Next Level iMedia

July 2014 to June 2022

Organization:

Next Level iMedia is a digital marketing agency serving both local and national clients.

Job Description:

Assisted in the production of information products and marketing collateral in addition to improving clients' organic search results. This has included editing books, writing ad copy for videos, and social media work.

Associate Editor

ModernMethod

June 2012 to July 2014

Organization:

ModernMethod was a web publishing company with a network that, at the time, served 4 million unique readers each month.

Job Description:

Sourced and generated content for one of the network's sites.

Freelance Reporter

Hersam Acorn Newspapers-Ridgefield, CT
January 2011 to March 2011

Organization: Hersam Acorn Newspapers creates publications for Southwestern Connecticut, New York's Westchester County, and Vermont.

Job Description: Primarily wrote for the Lewisboro Ledger.

Online Media Associate / Associate Brand Manager

Scholastic-Danbury, CT
July 2007 to August 2008

Organization:

Scholastic-At-Home was a former division of Scholastic that specialized in marketing continuity products to parents. Customer acquisition was largely driven by online commerce through affiliate networks on a CPA basis.

Job Description:

Day-to-day liaison between company and affiliate networks.

- Brand Management: Worked on the Build-a-Bear, Word Advantage, and Gift of the Month clubs.
- Managed supply chain: Coordinated creative assets for 14 brands for placements on over 15 affiliate networks.
- Reconciliation and offer tracking

Marketing Coordinator (Freelance)

MXenergy-Stamford, CT
August 2006 to January 2007

Organization:

MXenergy was an energy services company (ESCO) that marketed natural gas and electricity from local utilities to residential and industrial consumers.

Job Description:

Assisted database manager in fulfilling reporting needs including duties related to web reporting and leads purchasing/scrubbing.

Intern

CT Review-Danbury, CT
September 2005 to December 2005

Organization: Literary magazine that publishes fiction, poetry, and art.

Education

Professional Writing (Advertising) (BA)

Western Connecticut State University
2002 to 2006

Bachelor's degree

Degree

Bachelor's degree in English

Upper secondary education

Bachelor of Arts

Skills

Local SEO CRM system proficiency SEO analysis Business development Lead Tracking Customer insights research Digital campaign management Managing customer accounts Social media platforms Social media brand management B2B sales Brand identity design Content strategy Critical thinking Excel Relationship management Customer retention strategy Social media data Operations management Database management Customer acquisition SEO Spreadsheets Leadership Storytelling Statistical modeling Analytical thinking Online marketing Customer service Social media management Interpersonal skills Web accessibility Multichannel marketing Basecamp Content promotion SEMrush Inventory data entry Analytics Strategic thinking SEO content optimization Interviewing Cross-functional collaboration Project management tools Client inquiry handling Email marketing campaigns Client email correspondence Email open rate improvement HTML Click-through rate (CTR) improvement E-books Brand identity Retail sales Process improvement Brand awareness strategy Marketing analytics Teamwork Digital asset management Writing press releases Website traffic metrics analysis Search Engine Optimization (SEO) Content editing Team management Writing for professional audiences Customer communication Schedule management Graphic design Marketing agency experience Digital brand management SEO tools Paid advertising CRM software Affiliate Marketing Search engines Account management Content creation Communication skills Website management Online blogs Copy editing Freelance writing/editing work Human resources Content scheduling Supervising experience CSS Database marketing Data collection Marketing automation Customer segmentation Continuous improvement Branding AI tools proficiency Problem solving Marketing operations Product positioning Digital marketing Content repurposing Marketing strategy development Editorial content writing ROI Guest relations Presentation skills Word processing Sales, Retail & Customer Support Content writing Phone communication Databases Microsoft Access Project Management B2B branding Customer relationship building Pricing Technical SEO POS Management Content marketing strategy Google

Docs **Project team coordination** **Managing marketing teams** - Largest marketing team managed (1-5 team members) **Social media content marketing** **Technical SEO reports** **Creativity** **Ability to follow instructions** **Digital marketing performance monitoring** **Adobe InDesign** **Web analytics** **Project scheduling** **Increasing revenue** **Marketing ROI (MROI) improvement** **Basic math** **HubSpot** **Search engine optimization (SEO) strategy development** **Print journalism experience** **Facebook** **Math** **Strategic management** **Zoom** **Data storytelling** **TikTok** **Product information management** **Excel data analysis** **Data visualization** **Search marketing** **Data management** **Software project management** **Microsoft Excel** **News writing** - News writing experience (3-5 years) **Bounce rate reduction** **Driving** **Organizational skills** **Email marketing** **Creative writing** **Product marketing strategy** **Social media automation** **Microsoft Outlook** **Local SEO projects** **Client interaction via phone calls** **B2C** **Competitive analysis** **SaaS** **Conversion optimization** **Newspapers** **Sales** **B2B marketing** **Content Management** **Public relations** **Social media analysis** **Generative AI** **B2B** **Grammar experience** **Data analytics** **Working in the marketing industry** **Product management** **SEO content writing** **Employee engagement** **Indesign** **Local citation submissions in SEO** **Content formatting** **Growth marketing strategy** **Filing** **Interpersonal communication** **Administrative experience** **MailChimp** **Copywriting** **Financial concepts** **Zoho** **YouTube** **Collaboration with marketing department** **Technical Proficiency** **Social media trend analysis** **SEM** **Windows** **Social media analytics reporting** **Product presentation** **Google Search Console** **Slack** **Pay-per-click (PPC) advertising** **Social media marketing strategy development** **Social media marketing** **Editing** **Proofreading** **Computer operation** **Google Analytics** **Attention to detail** **Metadata** **Video production** **Data manipulation** **Social media engagement** **Research** **Metrics Reporting** **Typing** **Media pitching** **Multitasking** **Social media content** **Adaptability** **X (Twitter)** **Research participation** **VBA** **Work ethic** **SEO campaigns** **Digital marketing tools** **CT** **Project management** **Office equipment management** **Content management systems** **Marketing** - Marketing experience (6-10 years) **Merchandising** **On-page SEO** **Marketing campaign management** **Packing** **Calendar management** **Data analysis skills** **Blogging** **Manufacturing** **Microsoft Office** **Editorial guidelines** **E-commerce** **Project coordination** **Go-to-market strategy** **Client communication** **Employee relationship building** **Website maintenance** **Brand storytelling** **Salesforce** **Photography** **Computer literacy** **Linkbuilding** **Marketing workflow automation** **Data-driven decision making** **Instagram** **ERP systems** **Web design** **Client feedback sessions** **Delegation** **Moz** **Pivot tables** **Revenue growth** **Web development** **Project planning** **Online articles** **Canva** **Brand messaging** **Brand mentions in SEO** **Change management** **Written communication** **Customer retention** **Budget management** **AI** **Social media strategy** **Analysis skills** **Video editing**

Content marketing Productivity software Web writing Writing for general public
Professional ethics Journalism Data-driven performance management (performance
management method) Data entry Social media content creation Statistics Adobe
Content development Content syndication Lead generation WordPress Predictive
analytics Adobe Creative Suite Article writing Microsoft Word Computer skills
Profit & loss Writing skills CMS Time management Office experience
Keyword research

Languages

- English

Certifications and Licenses

Driver's License

Additional Information

Skills: Microsoft Office (includes Access, Excel, and Powerpoint), Adobe InDesign, Adobe Photoshop, HTML, Web Design, and Omniture (a web reporting tool)