

JASON HAHN







Director of Marketing & SEO/SEM

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Professional Summary

Director of Digital Marketing and SEO/SEM Implementation leader with over 10 years of management and leadership experience leading multiple high visible / high revenue projects with onshore/offshore teams. Proven track records of following current industry trends of SEO and SEM along side direct off page optimization. Have grown and expanded company social media presence into new social media platforms, plus increase presence on existing platforms including: Facebook, LinkedIn, Twitter, Instagram, TikTok, and new and developing social media platforms.

Certifications

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|  Google Analytics Certification
Certified users will demonstrate an understanding of Google Analytics, including how to set up and structure a property, and use various reporting tools and features. |  Google Ads Search Certification
Certified users will exhibit the ability to leverage automated solutions like Smart Bidding and Audience Solutions to boost campaign performance for specific marketing objectives. |  Google Ads Display Certification
Certified users will demonstrate their ability to develop effective Display strategies and campaigns that achieve specific marketing goals. |
|  Google Ads Video Certification
Certified users will demonstrate an understanding of how to drive successful campaign outcomes for awareness, consideration, and action goals using YouTube and Google Video advertising solutions. |  Google Campaign Manager 360 Certification
Google Marketing Platform Product Certifications identify qualified users who demonstrate the ability to perform critical tasks and workflows with Platform products. |  Google Display & Video 360 Certification
The Display & Video 360 Certification exam covers programmatic and direct deal campaign setup, including assigning inventory, goals, budgets, targeting, and creatives. |

Experience

Phoenix Digital Group

Director of Marketing and SEO Operations

Scottsdale, AZ
02/2015 - Current

Media Agency

- Facilitated campaign adjustments in coordination with team members.
- Performed projects and prepared project reports for submission to management.
- Performed budget estimates for maximum project return maintenance.
- Tested landing pages and formulated plans to keep conversion rates consistent.
- Performed keyword research on a regular basis.
- Designed and executed PPC campaigns on a variety of networks.
- Tested Ad words for highest quality score.
- Performed regular site audits for all clients.

International Loops (Contract)

Technology Marketing Director and SEO Operations

Ft. Lauderdale, FL
05/2020 - 11/2020

Media Agency

- Responsible for Content Management System and ecommerce utilizing Wordpress and WooCommerce.
- Creating strategic schedules for major projects.
- Brainstorming ideas with graphic designers and artists and evaluating the aesthetic appeal of marketing materials.
- Oversight of Tracking/Reporting/Analysis of website and social media pages.
- Writing and designing mass emails to further push the company forward.

Experience

Apply Engineering

Director of Business Development and Digital Marketing

Panama CB, FL

11/2017 - 03/2020

Digital Warrant Agency

- Responsible for Managing / Maintaining Relationships with state and local law enforcement agencies.
- Oversight of preparing all relative documentation and contracts for RFP/RFI requests.
- Developed Strategic Partnerships to ensure strategic business growth initiatives and developing net new business.
- Implementation of Automation Software for various law enforcement agencies to maintain company business objectives.
- Managed the organizational development of Mobile Application for IOS/Android platforms.
- Responsible for managing the social media team by ensuring all metrics and team goals are met and monitored along with strategy optimization initiatives.

Castillo Developments

SEO Manager / Editorial Content Lead

San Diego, CA

02/2010 - 02/2016

Tech Review and Podcasts

- Developed story ideas for staff and contract writers.
- Managed the proofreading of all online content prior to submission and publishing.
- Optimization of website content and landing pages.
- Reviewing all Technical SEO content and remediating fixes/patches/site bug issues.

T-Mobile

Retail Store Manager

Sinking Spring, PA

03/2004 - 03/2010

Cellular Retail Store

- Responsible for Maintaining Statistical and Financial store records.
- Managing store staff relating to schedules, performance reviews and disciplinary actions.
- Performing customer services escalations and complex queries and complaints.
- Ensuring Maximized store metrics goals relating to sales by setting daily/weekly/monthly goals.
- Responsible for recruiting/training/supervision and appraisal of staff and store goals.

Education

Penn State University

BSc Business, Management, Marketing, and Related Support Services

State College, PA

2004 - 2008

- GPA 3.6

Skills

Google Marketing Platform · Google Tag Manager · Microsoft Ads · Facebook Ads · Social Media Management · TikTok Ads · Adobe Suite · Analytics 360 · Search Ads 360 · Campaign Manager · Data Studio · BigQuery · Microsoft Office/Visual Studio · PHP, CSS, HTML · Wordpress · Project Management · Email Marketing