

Joel Hess

joelabeheess@gmail.com

Experienced marketing professional with 7+ years of expertise in digital advertising, SEO, web design, and strategic problem-solving. Proficient in creating high-performing ad campaigns, managing social media, and developing innovative solutions to drive audience engagement and measurable ROI.

MARKETING EXPERIENCE:

Self Employed

Marketing Consultant

May 2024-Current

- Managed social media strategies across industries, boosting engagement and online presence.
- Developed SEO-driven web content to improve organic traffic and keyword rankings.
- Designed and optimized ad campaigns on platforms such as Facebook, Google, and LinkedIn, achieving measurable ROI.
- Built user-friendly, branded websites tailored to client needs.
- Crafted targeted email marketing campaigns, resulting in increased open and click-through rates.
- Enhanced brand messaging with compelling ad copy and audience-focused strategies.

Done For You Marketing

Ad Specialist

January 2022-May 2024

- Created and optimized ad campaigns on Facebook, LinkedIn, Google, Microsoft, and Amazon, driving client acquisition and sales.
- Grew and managed social media channels to enhance brand visibility.
- Built and optimized Amazon storefronts and A+ content to improve conversion rates.
- Delivered data-driven SEO strategies and funnel optimization.
- Produced creative visuals for advertisements, blogs, and social media posts.
- Provided detailed reports and insights to stakeholders, ensuring campaign success.

Paragon Print Systems Inc

Web Marketing Assistant

June 2017-January 2022

- Managed Google and Microsoft Ads, optimizing campaigns to improve ROI.
- Maintained Amazon Seller Central accounts, including inventory, listings, and pricing strategies.
- Executed SEO initiatives to improve organic search rankings in a competitive industry.

Hellafan Sales Internship

Sales Intern

September 2021-December 2021

- Conducted cold calls to prospects, generating leads and securing sales.
- Maintained client relationships and collaborated with account managers to drive conversions.

EDUCATION:

Penn State,
Marketing, Bachelor of Science

Graduation December 2021

Other Information

OTHER JOB EXPERIENCE:

- Server, Kitchen Staff, Dishwasher, Cook

SIGNIFICANT COLLEGE COURSES:

Personal Selling, B2B Marketing, Mass Media and Social Media, Strategic Planning, Advertising and Sales Management, Global Marketing, Innovation and Product Management, Digital Media, Communication and Research Methods, Nature of Media, Social Media Marketing, Creative Writing, Basic management Concepts, Marketing Analytics, Sustainability in Marketing, Buyer Behavior, Supply Chain Management, Business Writing, Corporate Finance, International Business Operations, Retail Marketing, Marketing Research, Effective Speech, Calculus, Principles of Marketing, Financial and Managerial Accounting for Decision Making, Statistical Business Decisions, Legal Business Environment, Social Ethics in Business, Macro Economics, Micro Economics, Business Information Systems, Employment Relations

SKILLS AND FAMILIARITIES:

Google Search/Display/Video/Shopping Ads, Microsoft Ads, eBay Account for Business, Amazon Seller Central Account for Business, Basic Coding Skills HTML and CSS, Basic Photoshop Skills, Processing Customer Invoices, PowerPoint/Word/Excel, Freshbooks, Clickup, Basecamp, Canva, Dreams, Carrot, Wordpress, Google Tag Manager, Google Analytics GA4 and Universal, Facebook Pixel, Amazon Ads, Amazon Posts, Facebook Ads, LinkedIn Ads, Creating Ad Videos/Images, Report Garden, Clickfunnels, Infusionsoft, Email Automations, Amazon Storefront Building, Branding, Amazon FBA, Lead Magnet Copy, Rumble, Pinterest, Writing Various Forms of Copy, Various CRM Systems, Photography and Video Editing

CERTIFICATIONS:

Analytics Certified
Hootsuite Certified
Entrepreneurship Foundations
Learning Design for Sustainability
Sustainability Strategies
Data Visualization for Data Analysts
Data Science of Retail, Sales, and Commerce
PSS for Academic Research
Marketing Foundations: Market Research
Udemy- Modern Copywriting
