

# Josh Finkeldey

finkeldey.josh@gmail.com • (513) 310-1955 • linkedin.com/in/josh-finkeldey

## PROFESSIONAL EXPERIENCE

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### SentriLock

#### Marketing Specialist

West Chester, OH

March 2023 – Present

- Demonstrate comprehensive ownership of website management, email marketing, SEO, data analysis to initiate growth on multiple platforms
- Improved website visibility by 19%, driving increased organic website traffic through SEO by 6%, and elevated average targeted keyword position from 54 to 37 to increase organic visibility via SERPs
- Collaborate with cross-functional team members to develop a comprehensive website update plan, successfully revamping over 70 main webpages down to approximately 50 to improve user experience
- Improved SEO on pages developed by an outsourced agency, ensuring maximum search engine visibility and optimization
- Successfully positioned 2 keywords within the top 10 rankings on Google, while also securing 3 contests in the top 3 spots for enhanced brand visibility on SERPs
- Led the setup for two 9-touchpoint automated email campaigns, driving up to a 20% uptick in product engagement for newly onboarded customers
- Craft compelling emails in HubSpot that achieved an impressive average open rate of nearly 40%, boosting customer engagement with content and company communication to the customer

### Miami Valley Gaming

#### Jr. Database Coordinator

Monroe, OH

November 2022 – March 2023

- Created 5-10 email/mail lists and reports on a weekly basis to facilitate campaign execution
- Prepared reports for executive team to inform of impactful decision making by including competitor analysis, strategy modifications, and identification of KPIs
- Developed 10+ weekly marketing database applications, including functions, automated events, and customized events to prepare consumer database for marketing campaign use

### Freelance Consulting

#### Marketing Strategist

Lebanon, OH

May 2022 – Present

- Develop and implement marketing strategies per client request, resulting in over 800,000 impressions across various channels
- Utilized Google Suite, Pinterest, Blogger, and Mailchimp to manage marketing campaign analytics and provide flexibility in strategy implementation
- Created high-quality content that has increased cross-channel traffic by 13% and website ad revenue by 22%, generating over 71,000 page views in a 3-month period
- Led email marketing campaigns, resulting in a 26% increase in email open rate and a 4% increase in click-through rate to increase customer engagement with client's content

## EDUCATION

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### Wittenberg University

Bachelor of Arts, Marketing & Management

Springfield, OH

May 2022

## TECHNICAL SKILLS & CERTIFICATIONS

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**Skills:** Google Analytics, SEMrush, Looker Studio, WordPress, Cloudways, Mailchimp, HubSpot, NetSuite, Canva, Adobe Express, Jira, Monday, Teams/Zoom, Slack

**Certifications:** HubSpot Email Marketing, HubSpot SEO 1 & 2, HubSpot Digital Marketing, Google Analytics 4