

Josh Finkeldey

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PROFESSIONAL EXPERIENCE

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%, & elevated average targeted keyword position from 54 to 37 to increase organic visibility via SERPs
- Led collaboration with an external agency to execute a comprehensive website redesign, reducing over 70 main webpages to approximately 35, while effectively managing the agency team to improve user experience & streamline site navigation
- Improved SEO on pages developed by an external agency, ensuring maximum search engine visibility & optimization
- Successfully positioned 4 keywords within the top 10 rankings on Google, while also securing 3 contests in the top 3 spots for enhanced visibility on SERPs
- Led the setup for two 9-touchpoint automated email campaigns, achieving a 13% increase in product engagement for newly onboarded customers and boosting training class participation by over 300%
- Developed & executed a 3-touchpoint email campaign for a REALTOR® Association, resulting in a 6% increase in app & lockbox usage, with an average 31% open rate & an 8% click-through rate (CTR)

Miami Valley Gaming

Jr. Database Coordinator

Monroe, OH

November 2022 – March 2023

- Created 5-10 email/mail lists & 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, & identification of KPIs
- Developed 10+ weekly marketing database applications, including functions, automated events, & customized events to prepare consumer database for marketing campaign use

Freelance Consulting

Marketing Strategist

Lebanon, OH

May 2022 – Present

- Develop & implement marketing strategies per client request, resulting in over 800,000 impressions across various channels
- Utilized Google Suite, Pinterest, Blogger, & Mailchimp to manage marketing campaign analytics & provide flexibility in strategy implementation
- Created high-quality content that has increased cross-channel traffic by 13% & 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 & a 4% increase in click-through rate to increase customer engagement with client's content

EDUCATION

Wittenberg University

Bachelor of Arts, Marketing & Management

Springfield, OH

May 2022

TECHNICAL SKILLS & CERTIFICATIONS

Skills: Google Analytics, Google Tag Manager, SEMrush, WordPress, Prompt Engineering, Cloudways, Mailchimp, HubSpot, Canva, Adobe Express, Jira, Monday, Teams, Zoom, Slack

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