

Josh Finkeldey

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PROFESSIONAL EXPERIENCE

SentriLock

Marketing Specialist

West Chester, OH

March 2023 – Present

- Lead integrated strategy across website, email, SEO, and analytics to drive multi-channel growth and support key business objectives.
- 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.
- Led go-to-market strategy for the *Senturian* product line, aligning marketing with product, sales, and executive teams to position the brand for national scale and eventually global growth.
- Initiated & led the development of a data-driven marketing reporting system using Looker Studio and GA4 to align marketing performance with business goals, improving visibility into campaign ROI and driving informed decision-making at the executive level.
- Partnered with Product and Customer Success teams to design feature adoption strategies, emphasizing in-app education and lifecycle messaging for new users to drive onboarding success and long-term engagement.

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 digital tools to analyze performance and adapt campaign strategies for client growth.
- Created high-quality content that has increased cross-channel traffic by 13% & website ad revenue by 22%, generating over 71,000 organic page views in the initial 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

SKILLS & CERTIFICATIONS

Strategic Marketing & Leadership

Go-to-Market Strategy, Product Launch, Cross-Functional Collaboration, Executive Reporting, Lifecycle Marketing

Digital Marketing & Analytics

SEO/SEM, Email Marketing, Social Media, UTM Tracking, A/B Testing, Dashboard Reporting, Campaign Optimization

Marketing Tools & Platforms

HubSpot, Google Analytics 4, Google Tag Manager, SEMrush, Mailchimp, WordPress, Canva, Databox

Certifications

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