

NATHAN C. CASKEY

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DESIRED POSITION

BUSINESS SYSTEMS ANALYST or ECOMMERCE STRATEGIST with an emphasis on SEO and Search Engine Marketing.

EXPERTISE

Online marketing, account management, organic and pay-per-click optimization, web design, off-shore management, selling, training, team building and organization. Managing accounts, websites and online marketing for multiple industries as well as project coordination and management.

WORK EXPERIENCE

Portfolio Administrator for Digital Analytics

[TIAA-CREF](#) (Dec 2014 to present)

National Retirement, IRAs, Mutual Funds, and Life Insurance company.

Responsibilities: project management governance of all requests for digital analytics including intake, through-put and completion of requests. Also responsible for budget forecasting and team financials.

Accomplishments: developed processes and procedures for sustainable project intake through completion. Reconciled monthly budget expenses and annual budget forecast for digital analytics.

eProduct Analyst

[American Tire Distributors](#) (May 2014 to Dec 2014)

Largest tire distributor in north America supplying Walmart, Walmart Canada, Sears, and General Motors with tire supplies.

Responsibilities: implementation and reporting using Adobe SiteCatalyst for all ATD Online web portals for Walmart, Walmart Canada, Sears, General Motors and ATD Online. Liaison to General Motors.

Accomplishments: built and integrated Adobe SiteCatalyst implementation from the ground up supporting \$7m online sales per year. Implementation and support of General Motors portal.

SEO On-Site Program Manager

[SearchDex](#) (August 2013 to present)

Dallas-based SEO Service and Technology company specializing in large retail both US-based and globally.

Responsibilities: Manage SEO presence for Belk.com leveraging on-page and off-page SEO strategy and implementation.

Accomplishments: Instrumental in nearly doubling revenue conversion rate of Belk.com e-commerce site from natural sources, acted as liaison between Belk IT and SearchDex development and grew SearchDex contribution to Belk to over 32% of online sales.

Web Designer/Internet Marketing Business Owner

[Business Web Design Charlotte](#) (12 years of Web Building/SEO Experience)

Web design and internet marketing for a handful of clients averaging 1-2 projects per month

as supplemental income. WordPress websites and online marketing for small businesses.

Disability Care Provider (Part Time)

[InReach](#) (May 2006 to present)

Work one-on-one with children with disabilities advancing life skills and personal care. 2-3 evenings per week as needed.

SEO Program Manager

[Practis Inc.](#) (June 2011 to June 2013)

Specialists in medical website design. Healthcare website design, web application development, SEO, medical content and secure forms for medical practices, hospitals and healthcare organizations.

Responsibilities: Create, develop and manage the SEO programs for medical practices and healthcare groups. Responsible for sales of new SEO accounts. Took over sales of basic website program bundles with online marketing services.

Accomplishments: Grew the online marketing division from conception to \$1/2M residual sales per year.

Social Media Management Team Leader

[BetterCarPeople](#) (August 2010 until June 2011)

Innovative online automotive services company specializing in offerings such as Overnight BDC, Better Web People, and Social Media Management for Car Dealers.

Responsibilities: Develop, manage, and oversee the Social Media Management for Car Dealers division of Better Car People.

Accomplishments: Developed and executed the Social Media Management for Car Dealers as well as instrumental in growing accounts for the company.

Strategic Account Manager: Hendrick Automotive Group

[izmoCars](#) (July 2007 until July 2010)

International Website and Online Marketing company for Automotive Dealerships.

Responsibilities: Account Management, Organic and Paid Search Engine Optimization, Online Marketing Strategy development, Off-shore team management, sales, and training.

Accomplishments: Grew the account by 25% in one year. Increased the overall traffic to the dealership group websites by 49.7%. Built several tools to increase productivity resulting in a decrease in the workload of overseas staff by 50%. Managed up to 60 accounts within Hendrick Automotive Group.

Director of New Project Development

[Web Full Circle](#) (July 2006 to July 2007)

Leading Web Design and Internet Marketing company in Charlotte, NC

Responsibilities: Sales, Accounting, Human Resources, Company Policy Consultation, Minor Web Design, Project Management.

Accomplishments: Increased company average project size from \$1,500 to \$8,000 in seven months. Assisted in building a company business plan and implemented new systems for streamlined project development. Managed up to 10 website design and online application projects from conception to completion.

Regional Operations Director - [STS Refills LLC \(Cartridge World USA\)](#) (May 2005 to July 2006)

Certified Product Specialist/Instructor - [CompUSA](#) (July 2003 to September 2004)

SKILLS

- Search Engine Optimization/Brand Marketing/Reputation Management
- Google Analytics/Google Products & Services
- WordPress, Joomla, and other content management systems
- HTML, CSS, Javascript - object oriented programming
- Dreamweaver, Adobe CC: Photoshop & Lightroom
- Salesforce / Zoho / Microsoft CRM / HighRise
- Microsoft Office
- Industry website optimization tools

EDUCATION

BA, Computer Science / Information Technology, University of North Carolina Charlotte, May 2004, GPA: 3.2

References available upon request.