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## **DESIRED POSITION**

BUSINESS ANALYST, DATA SCIENTIST, or DIGITAL STRATEGIST with an emphasis on Data Analytics, Data Science, Project Management, and Business Analysis in a challenging, fast-paced work environment.

## **EXPERTISE**

Data Science, Project management, business-to-business, business-to-consumer, off-shore team management, online marketing, team building and organization. Managing accounts, websites and online marketing for large industries (TIAA, Belk and Hendrick Automotive Group) as well as project coordination and management. Search Engine Optimization in large and small industries.

## **WORK EXPERIENCE**

### **Sr. Digital Analyst / Project Manager**

[TIAA](#) (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. Adobe Analytics administrator.

*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 May 2014)

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

*Responsibilities:* Project management service license agreement of Belk.com's largest source of online revenue amounting to \$5.9m contribution in 2013. Responsible for front-end and back-end optimization and QA for Belk.com and Belk.com mobile. Agile project management strategy used for team management, content development, performance forecasting and project portfolio performance.

*Accomplishments:* Acted as liaison between Belk IT and SearchDex development and grew SearchDex contribution to Belk to over 32% of online sales. Instrumental in nearly doubling revenue conversion rate of Belk.com e-commerce site from natural sources. Developed content management system re-platform optimization strategy including application and web optimization audits of current and future platforms.

### **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 December 2015)

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)

Web design and internet marketing firm specializing in websites and online marketing for the medical industry.

*Responsibilities:* Created, developed and managed up to 50 online marketing programs for medical practices and healthcare groups. Responsible for sales of new online marketing accounts and management of SEO specialist teams.

*Accomplishments:* Grew the online marketing division from conception to \$1/2m residual service license agreement sales per year.

### **Social Media Management Team Leader**

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

Online automotive services company specializing in lead management and online reputation.

*Responsibilities:* Developed and managed the Reputation Management services for over 30 automotive dealerships.

*Accomplishments:* Developed and executed the Reputation and 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 of 60+ accounts, organic and paid SEO, 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)

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)

A master franchise company selling franchises for Cartridge World USA with revenue of over \$10M per year.

*Responsibilities:* Training and improving all Cartridge World stores in the North Carolina, Pennsylvania, and Delaware territories. Provide regional stores with new company policies, assist business owners with financial and marketing needs, train new technicians, and help open new stores from initial set up to grand opening.

*Accomplishments:* Oversaw seven store openings in seven months. Researched and implemented efficient, innovative method of remanufacturing Epson cartridges later adopted company-wide. Introduced five new packaging methods extending cartridge shelf life by nine months and reducing failure rate by 10%. Led monthly owner and technician conference calls.

### **Certified Product Specialist/Instructor**

**CompUSA** (July 2003 to September 2004)

National computer superstore and training center.

*Responsibilities:* Sales, merchandising, providing technical assistance, and suggesting technical solutions for all products, especially digital cameras, PDA's, and networking.

*Accomplishments:* Taught three elective 6-hour Microsoft Office classes and one-on-one specialized classes, three to four times a week on subjects including PC basics, software, PDA's, and digital cameras.

## **SKILLS**

- eCommerce Online Marketing
- Search Engine Optimization (SEO)
- Salesforce / Zoho / Microsoft CRM / HighRise
- HTML, CSS, Javascript – object oriented programming
- Various eCommerce content managements systems
- WordPress, Joomla
- Agile Project Management
- Enterprise Architecture and Front End Development
- Off-Shore Team Management
- Google Analytics / Coremetrics
- Microsoft: Office, Project, Access
- Dreamweaver, Adobe CC: Photoshop & Lightroom
- Industry website optimization tools

## **EDUCATION**

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

References available upon request.