



# ANDREW COCO

Integrated Marketing Manager

Los Angeles

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## WORK EXPERIENCE

6.17- present +

### SENIOR SPECIALIST, SEO, SEM & ANALYTICS

HZDG

Washington, DC

- Oversaw 7 retainer accounts including Salesforce.org, Volkswagen Service & Parts, Cohn & Wolfe, Rockefeller Center and Ryan Homes.
- Managed SEO strategy, including technical recommendations and copy optimization for 21 separate site migrations and site launches.
- Delivered multiple comprehensive digital and SEO audits to clients, including Salesforce.org executive team.
- Conducted keyword research, built keyword opportunity lists, analyzed search volume and competitor rankings to craft content recommendations.
- Redefined organization SEO process to include a larger focus on content based link building.
- Crafted schema recommendations for all clients utilizing Google structured data recommendations and creatively implementing schema.org mark-up.
- Performed inbound link analysis and opportunity identification for recommendations to relevant teams, including influencer marketing, PR, social media, and paid search engagement recommendations
- Worked closely with the UX, Design, Development, Copy-writing teams to provide documentation, recommendations and deliverables to support the SEO impact of their contributions to web projects.
- Monitored and presented monthly and quarterly reports on organic growth progress and future optimization planning.
- 2017 organic search highlights for Rockefeller Center included a 60% y/y increase in ticket purchases which resulted in 27% increase in revenue.
- 2017 Salesforce.org organic search highlights include organic sessions increase of 11% y/y, the increased traffic contributed to a revenue increase of 750% compared to the previous year.
- In addition to my main priorities of SEO and analytics, I also launched and managed paid search campaigns, including GDN and Gmail ads for 2 clients while the department was understaffed.

4.16 - 6.17 +

### SEARCH MARKETING ANALYST

DigitasLBI

San Francisco, CA

- Holistic SEM management for Taco Bell, Mattel (12 separate toy brands), and STARZ (3 TV shows) including keyword research, ad creation, trafficking, budget pacing, and ongoing campaign optimizations driving towards campaign objectives and overall business goals.
- Handled bid strategy optimization and daily checks on program KPIs, thresholds and campaign budget caps. Ongoing management of budget and pacing of campaigns with in total over \$4 million in annual spend.
- Assimilated data from multiple sources, compiled the information and provided actionable conclusions to clients.
- Implemented and wrote copy for Taco Bell ad copy test, testing different CTAs and headlines, which ultimately led to account wide 60% CTR lift.
- Recommended a unique SEM campaign to support a new Taco Bell product that had an innovative TV and Media strategy. The campaign resulted in a 17% increase in store visits coming from SEM.
- 2016 Taco Bell highlights included 500% ROAS, 40% increase in SOV, and a localized keyword expansion resulting in 585% increase in Store Visits.

## ABOUT ME

I am passionate about digital marketing and helping clients grow to their full potential and solve their business problems with a balance of creativity and the correct implementation as well as interpretation of data-driven marketing techniques and results to make profitable and sustainable marketing decisions.

## OBJECTIVE



Gain the position of Integrated Marketing Manager at an innovative company that is eager to grow, and has a company culture that encourages creativity, where I can develop new skills and gain valuable experience alongside a driven staff and innovative leadership.



## QUALIFICATIONS

### Integrated Digital Marketing:

I have experience in many aspects of online marketing and have a proven record of driving results with data-driven channel specific strategies.

### Search Marketing:

My background in SEO/SEM allow me to comprehend audience intent and tap into motivation factors to move them towards conversions.

### Problem Solving:

I am a curious, intuitive problem solver and always attack marketing projects by figuring out the core issues I am trying to solve and use all resources available resolve them.

- Managed uploading and actualizing client budgets in MediaOcean PRISMA, including sending and SEM budgets to vendors (Google, Bing, Yahoo, Criteo and Amazon)
- Was chosen to be part of the team that successfully transitioned and restructured Mattel account from previous agency.
- Forecasted and recommended budget for 5 Mattel toy brand accounts, providing data-based rationale for these recommendations. Updated budget pacing documents which included spend data from Adwords, YouTube, Bing, Criteo and Amazon.
- Collaborated with clients, creative agencies and internal cross-channel colleagues by providing precise and timely reporting as requested.

6.15 - 4.16

## SEO COORDINATOR

GearyLSF

San Diego, CA

- Responsible for daily optimizations and monitoring of organic success for 18 different client accounts ranging from small to mid-size companies including BumbleBee Foods, Aramark and United Van Lines.
- Conducted multiple technical site audits to deliver strategic on-page and off-site recommendations to increase rankings.
- Compiled data from multiple sources to conduct SERP analysis, back-link analysis, and keyword mapping deliverables for clients.
- Increased efficiencies in ordering from vendors which reduced hours and led to increased productivity.
- Automated repetitive tasks in the research and reporting utilizing SEMrush API and Google Sheets.
- Created a new competitive SERP analysis deliverable with the goal of finding opportunities for and capitalizing on Featured Snippets results.
- Formulated a new link building service line to capitalize on unlinked brand mentions for our clients.
- Crafted a list of over 3,000 hyper relevant target websites and conducted content based outreach for an e-commerce site with a 29% response rate, 7% link placement rate, and a content partnership with one of the largest informational websites in the industry.
- Delivered SEO news and trends to internal team to maintain in-depth knowledge of industry current events and trends.
- Managed facebook community management and influencer outreach for BumbleBee Tuna.

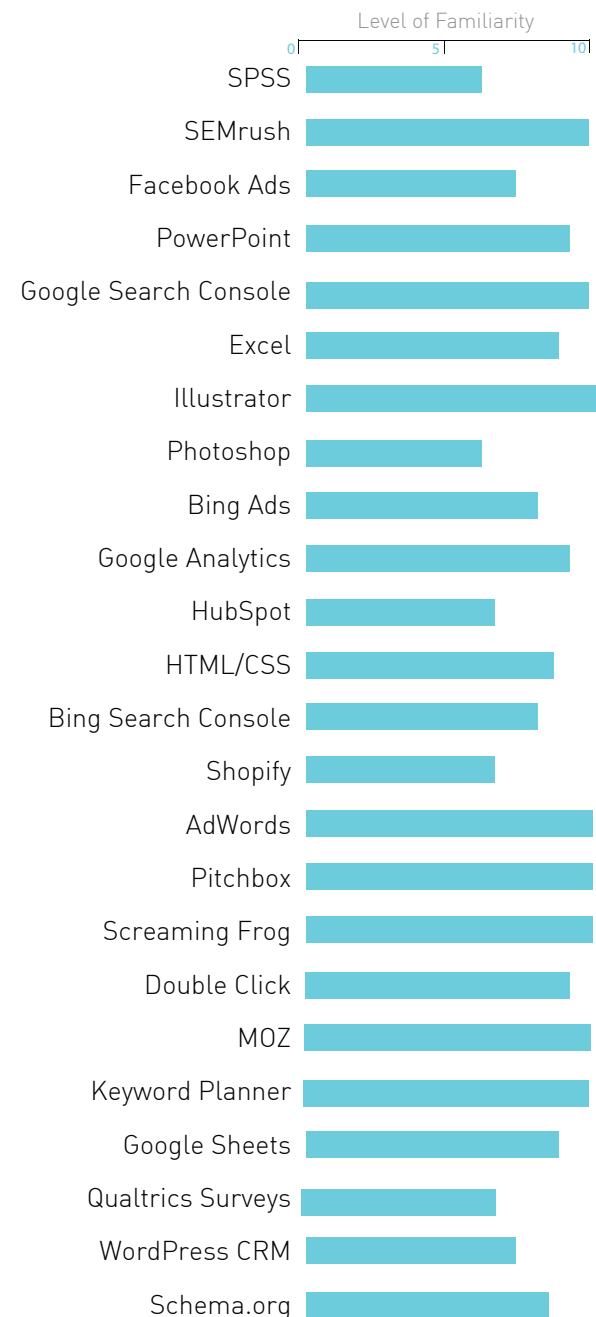
## CERTIFICATIONS

Double Click Search Fundamentals  
 Google Analytics Essential Training  
 Optimizely Fundamentals  
 Google AdWords Certification  
 Google Mobile Advertising Certification  
 HubSpot Inbound Certification  
 HubSpot Content Marketing Certification

## LANGUAGES

English  
 Brazilian Portuguese (Basic)

## PROFESSIONAL SKILLS



12.14 - 7.15

## MARKETING ASSOCIATE

DiveryFund

San Diego, CA

- Managed all organic and paid Facebook campaigns which included daily optimizations and weekly audience testing.
- Formulated a measurement plan with different KPIs for different stages of marketing funnel from awareness to engagement to purchase and adoption, which compiled data from multiple sources into Excel.
- Used HubSpot to create a lead scoring strategy to better lead site visitors down the funnel and to capture leads to be placed into email campaign.
- Created and implemented a new complex email campaign for custom-made persona's on HubSpot and InfusionSoft. A/B tested email subject matter for increased open and conversion rates.
- Reported campaign success directly to CEO in company wide strategy meetings.

- Created the framework and strategy for large scale content marketing with the goal of increasing organic ranking and driving users down the sales funnel. The content included eBooks, webinars, long-form blog content, infographics, and videos.
- Optimized on page copy and CTAs on WordPress site for increased conversions based off insights from Google Analytics and HubSpot.
- Optimized paid search campaigns and GDN placements.
- Created all Social and Display assets as well as physical flyers using Adobe Illustrator and Photoshop.

1.11 - 3.14

## MARKETING / PROMOTIONS ASSISTANT

**Caique Jiu-Jitsu**

**Lomita, CA**

- Designed advertising flyers, all promotional merchandise and branding for jiu-jitsu tournaments.
- Drafted strategy for promotional campaigns on Facebook.
- Provided comprehensive SEO audit and delivered thorough technical and on-page content recommendations.
- Managed match scoring, weigh-ins, and registration at jiu-jitsu tournaments.
- Helped manage tournament locations and event scheduling.
- Dealt with customer complaints regarding registration issues.

3.13 - 12.13

## MARKETING INTERN

**East County Magazine**

**La Mesa, CA**

- Helped plan and promote 2 successful fundraising events, each including an auction, dinner and live music.
- Prospected potential advertisers and made cold calls to acquire donations from businesses in the San Diego area.
- Helped to create and manage a database of clients and potential leads for advertising team.
- Designed web and print advertisements for advertising clients as well as company events.

6.08 - 10.10

## MANAGERS ASSISTANT

**Millar Chiropractic**

**Torrance, CA**

- Reorganized filing system for increased efficiency.
- Maintained file system and office in a precisely and professional manner
- Delivered packages managed schedules for office manager.

## Education

2014

## B.S. BUSINESS ADMINISTRATION, MARKETING

**San Diego State University**

Deans List

Marketing Officer, Small Business Consulting Group

Presented Consumer Analysis at Student Research Symposium

## VOLUNTEER WORK

### READING TUTOR

**Reading Partners**

**San Francisco, CA**

Tutored children that were falling behind in reading at local underfunded elementary schools.

### PLEDGE DRIVE VOLUNTEER

**KPBS**

**San Diego, CA**

Answers called and collected donations for the San Diego local NPR affiliate station.

## PERSONAL PASSIONS

Marketing is my career but also a hobby. I love doing side projects and freelance work involving affiliate marketing, Instagram growth hacking, SEO tests and eCommerce projects on Shopify.

I spend a lot of time in a Brazilian jiu-jitsu gym, I have been practicing the martial art for 4 years. It is a very calming and humbling hobby. It is also similar to SEO and digital marketing, in that brute force will not bring long term success, but technical mastery and a creative strategy will.

I love traveling and exploring new cultures and cuisines, but you won't find me in the tourist zones.

I also try to go to as many Lakers and Dodgers games as possible and love to obsess over advanced stats and in-game strategies.

## REFERENCES

Available on request

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