

Paul Panteleon

508 W Golf Rd., Libertyville, IL 60048 | Ph: (385) 525-9252 | Email: p.panteleon@gmail.com |
LinkedIn: <https://www.linkedin.com/in/paulpanteleon/>

PROFESSIONAL EXPERIENCE

Digital Ignition, November 2023–Current

Self-employed, Consulting

- Provide web design, website development, and digital marketing services to small businesses, enabling them to concentrate on their core activities.
- Utilize tools such as Figma, Webflow, Semrush, Google Search Console, and Google Analytics to enhance website traffic and conversions.
- Offer expert advice on marketing strategies and technology solutions to boost client confidence in decision-making.

Career Break, September 2019–October 2023

My family and I had the opportunity to spend 4 years experiencing France while supporting a career opportunity for my wife. I was a full-time parent during this time.

Adobe Systems, San Jose, CA –Digital Marketing Software (October 2015–August 2019)

Senior Digital Strategy Consultant, October 2015–August 2019

Reports to Consulting Manager

- Drove Product Success: Leveraged a combination of technical SEO, keyword research, content strategy, and conversion rate optimization to enhance organic traffic and conversions, utilizing Adobe products such as Adobe Analytics, Target, Audience Manager, Adobe Experience Manager (AEM), and Campaign alongside SEO tools like Google Analytics.
- Cross-Functional Leadership: Acted as a product owner for the implementation of cross-functional technology projects, including Adobe Target, Audience Manager, and AEM. Collaborated with internal and client teams to define requirements, prioritize features, and ensure project delivery within budget and on schedule.
- Customer-Centric Strategy: Conducted comprehensive SEO/content strategy analyses, competitive assessments, and UX evaluations, driving annual organic traffic growth of up to 77% and organic conversion increases of up to 261%.
- Optimization Expertise: Managed conversion rate optimization (CRO) initiatives, delivering an average uplift of over 40% in conversions by identifying user pain points and implementing data-driven improvements.
- Team Development: Guided and coached junior team members to develop and execute digital strategies, fostering skill growth and alignment with client goals to ensure successful outcomes for large-scale clients.

Merkle, Bend, OR - Digital Marketing Agency (September 2010–October 2015)

Senior SEO Account Manager, April 2015–October 2015

Reports to the SEO Team Director

- Team Leadership and Development: Led and expanded a team of five SEO Specialists and Technical SEOs, driving collaboration and fostering skill development to deliver successful, scalable strategies.
- Strategic Product Guidance: Designed and implemented comprehensive SEO strategies, integrating technical, on-page, content, local SEO, and social media components to achieve measurable client success.

Paul Panteleon

508 W Golf Rd., Libertyville, IL 60048 | Ph: (385) 525-9252 | Email: p.panteleon@gmail.com |
LinkedIn: <https://www.linkedin.com/in/paulpanteleon/>

- **Client Relationship Management:** Maintained and strengthened relationships with Fortune 50 to Fortune 1000 clients, consistently delivering results that secured ongoing contracts and achieved an average client satisfaction rating of 4.5 out of 5.
- **Stakeholder Collaboration:** Partnered with cross-functional teams and stakeholders to align SEO initiatives with broader business goals, ensuring the seamless integration of strategies into overarching digital marketing efforts.
- **Data-Driven Decision Making:** Provided actionable insights and strategic guidance informed by performance metrics, market analysis, and emerging trends, driving continuous improvement and innovation for client projects.

SEO Account Manager, April 2014-April 2015

Reports to the SEO Account Director

- **Strategic Account Growth:** Spearheaded customer acquisition initiatives by providing tailored SEO consulting for enterprise clients across industries such as healthcare, technology, retail, education, and gaming, driving year-over-year organic traffic growth exceeding 40% on average.
- **Cross-Functional Project Management:** Collaborated with development, creative, content, and merchandising teams to implement technical SEO and content strategies, ensuring alignment with client goals and seamless execution.
- **Client Engagement and Communication:** Delivered engaging and insightful client presentations, both remotely and on-site, fostering trust and transparency while communicating progress, results, and recommendations.
- **Relationship Building:** Cultivated strong client relationships by understanding unique business needs, providing proactive solutions, and consistently exceeding expectations to drive long-term partnership success.
- **Results-Driven Collaboration:** Worked closely with stakeholders to align SEO initiatives with broader business objectives, ensuring measurable outcomes and enhancing client satisfaction.

Digital Marketing Manager, July 2012-March 2014 (formerly RKG)

Reports to the Chief Marketing Officer

- **Data-Driven Growth Strategies:** Achieved 120% growth in the lead database by developing and executing comprehensive cross-channel marketing strategies, including content creation, social media, email campaigns, SEO, and event marketing.
- **Marketing Technology Integration:** Successfully managed digital marketing campaigns, integrating the Marketo automation solution with Salesforce CRM to streamline workflows and improve campaign performance tracking.
- **Video Marketing Leadership:** Established and scaled a video marketing program, producing over 100 high-impact videos that drove engagement and garnered thousands of views.
- **Performance Reporting and Optimization:** Delivered detailed performance metrics and ROI analyses to the Chief Marketing Officer, leveraging insights to refine strategies and maximize future campaign effectiveness.
- **Cross-Functional Collaboration:** Directed cross-functional teams across content, creative, and technical departments to execute campaigns seamlessly and coordinate post-campaign analysis and reporting.

Sales Strategy Lead, October 2011-June 2013 (formerly RKG)

Reports to the Executive Vice President, Marketing

- Partnered with sales executives in pitching and closing new business

Paul Panteleon

508 W Golf Rd., Libertyville, IL 60048 | Ph: (385) 525-9252 | Email: p.panteleon@gmail.com |
LinkedIn: <https://www.linkedin.com/in/paulpanteleon/>

- Led creation of sales strategy for SEO prospects from both a high-level internal processes perspective and at the individual prospect level
- Worked closely with paid search and Display ad teams to identify opportunities and prepare sales presentations

SEO Account Manager, June 2011-October 2011 (formerly AudetteMedia)

Reports to the Vice President, SEO

- Led team in conducting comprehensive site audits identifying SEO related issues and recommended strategies for improvement of indexation and ranking performance
- Analyzed and reported SEO metrics using a variety of tools

SEO Specialist, September 2010-May 2011 (formerly AudetteMedia)

Reports to Vice President, SEO

- Worked with Account Managers in identifying opportunities and recommendations for clients
- Created detailed benchmark and monthly reports to measure progress

JELD-WEN Development, Redmond, OR – Resort Real Estate Development and Management (Acquired by Holiday Inn Resorts)

Corporate Marketing Manager, March 2007-September 2010

Reports to the Vice President of Asset Management

- Strategic Brand Promotion: Designed and implemented targeted digital marketing programs to elevate the JELD-WEN Communities brand, driving increased visibility and engagement.
- Leadership of Multi-Channel Initiatives: Directed marketing initiatives including website redevelopment, social media strategy, video content creation, and public relations efforts while managing relationships with external agencies to ensure consistent brand messaging and execution.
- Search Marketing Expertise: Led and optimized SEO/SEM campaigns, effectively managing vendor relationships to drive organic growth and improve search visibility.
- Project Management Excellence: Successfully managed the development and launch of five individual resort websites, overseeing timelines, budgets, and stakeholder alignment to deliver seamless user experiences.
- Email Marketing and CRM Management: Executed impactful email campaigns using ExactTarget and Salesforce, driving audience engagement and improving lead nurturing performance.
- Cross-Functional Collaboration: Partnered with resort-specific Directors of Marketing, design teams, PR, and advertising agencies to coordinate and execute integrated marketing activities that aligned with overall business objectives.

AWARDS AND RECOGNITION

- Achiever Award – Awarded by SEO Team Director, Merkle
- Exemplary Service and Commitment to Excellence Awards – Awarded by Hotel Manager, Director of Marketing and Trade Show Manager at Eagle Crest Resort.

EDUCATION

Google Analytics Certification (GA4)

Skillshop – Google

Paul Panteleon

508 W Golf Rd., Libertyville, IL 60048 | Ph: (385) 525-9252 | Email: p.panteleon@gmail.com |
LinkedIn: <https://www.linkedin.com/in/paulpanteleon/>

Navigating On-page & Technical SEO: A Semrush Deep Dive
Semrush

Certification in Project Management, February 2017
Rutgers School of Business Executive Education, Camden, NJ

Certificate, Hotel Real Estate Investments and Asset Management, February 2010
Cornell University, Ithaca, NY

B.S., Business Administration Marketing, Photography Minor, June 2002
Southern Oregon University, Ashland, OR