

Gerald Ferguson

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SUMMARY

I am an expert in digital marketing, strategy, social media marketing, and analytics. I have several years of experience successfully leading high-performing teams to relentlessly maximize performance and conversions, and customer engagement.

SKILLS & TOOLS

- Digital Marketing Expert
- Paid Search Expert
- Social Media Expert
- SEO Expert
- Customer Focused
- Google/Yahoo/Bing SEM
- A/B Testing
- Google Analytics
- Email Marketing
- Digital Strategy
- Landing Page Optimization
- Excellent Manager/Trainer

EMPLOYMENT

Digital Strategy Director - Chopperguy - Scottsdale, AZ

MARCH 2012 – Present

- Led digital marketing, SEO, SEM, social media, and digital production team (3 direct reports).
- Delivered over ten times more ad value than sponsors paid every month for 8 years straight.
- Set the vision for digital strategy, marketing, and production for TV news helicopter operations.
- Delivered in-depth analytics insights to continuously improve safety, efficiency, and marketing effectiveness, lowering insurance costs by 94% and increasing ROI by several times for sponsors.
- Researched trends and emerging technologies to stay ahead of the curve.

Senior Digital Marketing Manager - Local Motors - Chandler, AZ

OCTOBER 2013 – JUNE 2015

- Managed a team of digital marketing specialists, copywriters, content creators, SEO, and paid search specialists (4 direct reports).
- Monitored digital marketing budgets, relentlessly improving and scaling results.
- Created a paid search program from the ground up for a new ecommerce site containing thousands of products. From ads to landing pages, I managed it all.
- Managed digital marketing strategy including SEO and social media campaign to launch the world's first 3D-printed car, driving millions of visits, and securing an additional \$6 million round of funding.

Digital Marketing Manager - Pain Stop Clinics - Scottsdale, AZ

January 2010 – October 2013

- Led digital marketing strategy, SEO, paid search, social media, and web development for a network of several pain management clinics.
- Hired and trained digital marketing team including paid search, SEO, and social media specialists (3 direct reports).
- Increased patient referrals 4x in one year by auditing and overhauling paid search, social media, SEO, A/B testing, landing page optimization, retargeting and CRM implementation (Infusionsoft).

- Led a full corporate rebranding from Valley Wide Health Centers to Pain Stop Clinics including new websites, paid and organic campaigns, email, sms, and all other campaigns. Maintained, then increased search rankings with 301 redirects a robust rebranding campaign.
- Planned and executed successful launch campaigns for 3 new clinic locations.
- Cut patient churn in half and increased per patient revenue 50% through automation tools I wrote for medical billers, transcription services, and medical imaging.

Search Marketing Specialist / Web Developer - SunCor Development - Tempe, AZ

May 2008 – January 2010

- Managed digital marketing, SEO, paid search, and email marketing team for nine commercial and residential real-estate sales websites (3 direct reports).
- Directed digital ad campaigns and content calendars for the marketing team.
- Led the migration of all company-owned websites from agency to in-house marketing and hosting.
- Directed strategy, planning, design, development, and marketing, managing several members of the technology and marketing teams through the migration.
- Tripled website visits through a combination of more efficient SEO, paid search and email marketing.
- Increased home and condo sales by several million dollars during one of the toughest real-estate markets in history.

Interactive Marketing Specialist - Cruise America - Mesa, AZ

February 2007 - May 2008

- Managed digital marketing strategy, SEO, paid search, email marketing, landing page optimization, and A/B testing for the nation's largest RV rental company.
- Migrated Google Adwords, Yahoo, and Bing paid search marketing and email marketing from agency to in-house.
- Increased paid search and email marketing effectiveness by over 30% with higher quality ads, copy, creative, and landing pages, improving click through and conversion rate every month.
- Carefully tracked and reported paid search effectiveness to key C-level stakeholders.

Senior Web Analytics Consultant - Actual Metrics - Phoenix, AZ

February 2006 - May 2007

- Managed digital marketing, analytics, SEO, multivariate testing, competitive analysis, and email marketing for a variety of companies, from small businesses to Fortune 500 corporations. Clients included Google, Procter & Gamble, Mozilla, Meritage Homes, CNN, Forex, and more.
- Managed multi-million-dollar Google Adwords, Yahoo, and Bing budgets for Procter & Gamble, doubling click through rate and cutting bid prices by 30% through higher quality scores.
- Owned over 50% of the front page paid and organic search results for car insurance, payday loans, and debt consolidation verticals, leading to millions of dollars in lead generation.
- Provided digital strategy and analytics consulting for \$33 million New York Times acquisition of Consumersearch.com

EDUCATION

Bachelor's Degree – Computer Information Systems - Arizona State University