



RICHARD TYLER LORENZEN

SEO & DIGITAL SPECIALIST/
PROGRAMER

CONTACT INFORMATION

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LOCATION

CHICAGO, ILLINOIS



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<https://tylerlorenzen.tech/>

PROFILE

Experienced SEM Digital Marketer specializing in SEO. Project manager that has worked and lead all parts of an agency setting. business partner to clients. Top-performing Account Manager with high emotional intelligence. Digital Marketing Expert

EXPERIENCE

SEO STRATEGIST

CEATUS MEDIA GROUP | OCTOBER 2021 - PRESENT

- Content Creation
- On Page SEO
- Technical SEO
- Website Audits
- Local SEO
- Minor Web Development
- Keyword Research
- Campaign Management
- Data Management

SEARCH ENGINE OPTIMIZATION FREELANCE

FREELANCE | SEPTEMBER 2020 - PRESENT

- Website Optimization
- Website Design
- GMB Optimization
- Content Execution

DIGITAL MARKETING EDUCATOR

MTA360 | OCTOBER 2019 - APRIL 2021

- SEO & Google Ads
- Website Design
- Teaching/Educator
- Social Media

DIGITAL SPECIALIST & ACCOUNT EXECUTIVE

MTA360 | SEPTEMBER 2017 - SEPTEMBER 2020

- Reporting & Analysis
- Customer Service
- Marketing & Advertising
- Digital Marketing, SEO Paid Search
- Sales, Client Presentations
- Management
- Superior Prioritization and Time-Management Skills

PROJECT MANAGER & DIGITAL MARKETER

FRESH DESIGN STUDIO | OCTOBER 2015 - AUGUST 2017

- Project Management
- Data Utilization
- Website Development
- Client Management

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATIONS, MAJOR IN MARKETING MANAGEMENT & INTEGRATED MARKETING COMMUNICATIONS

UNIVERSITY OF AKRON | 2015

MAJOR GPA: 3.4

SKILLS

- Oral Communication Skills
- Social Media Strategy
- Search Engine Optimization
- PowerPoint and Word; proficiency in Excel
- Ability to manage multiple programs
- Google AdWords & Analytics
- Microsoft Office
- Project Management
- Understanding of Sports
- Market research
- CSS & HTML
- Python & JavaScript
- Strong Work Ethic
- Proactive self-starter

CERTIFICATIONS

- Google Analytics Certified
- Google Adword Certification

AWARDS

UNIVERSITY OF AKRON TAYLOR INSTITUTE

TAYLOR INSTITUTE ALL-STAR AWARD

MAY 2015