

# JAMIL NASER

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## PROFESSIONAL EXPERIENCE

**Ketamine Wellness Centers, Mesa, AZ - Director of Marketing** 7/17 - 12/19

- Devise & execute annual marketing plan, set & track KPI's
- Expanded into six additional markets w/ opening of new clinics
- Manage multiple employees: sales team + creative marketing manager
- Manage all mkt channels: web, PPC, SEO, Facebook Ads, Youtube, landing page, CRM integration

**State Bicycle Co., Tempe, AZ - Director of Marketing** 9/14 - 7/17

- Devise & execute marketing plan for three brands (State, VeloVie, Essor), set & track KPI's
- Reached highest annual revenues in company history in 2015 & 2016

**Grand Canyon University, Phoenix, AZ - Digital Content Coordinator** 6/11 - 9/14

- SEO/SEM, keyword research, on-page & off-page optimizations for verticals
- Point of contact for all web/content work + email campaigns, per vertical

**Southwest Institute of Healing Arts, Tempe, AZ - Digital Marketing Coordinator** 6/09 - 6/11

- Manage all mkt channels: PPC, affiliate lead generation, web site redesign, email mkt campaigns
- Enrollees of priority programs rose 28% in 2010 academic year

## ABROAD

**Kookje English Academy, Busan, South Korea — English Instructor** 2008 - 2009

## EDUCATION

**Northern Arizona University, Flagstaff, AZ** 2002 - 2007

*Bachelor of Science in Business Administration, Marketing*

## HARD SKILLS

***Analytics:*** Google Analytics - Google Trends - Google Search Console - Optimizely

***Advertising:*** Google Ads - Display - Youtube - Facebook & IG Ads - Reddit Ads

***SEO/SEM:*** Keyword research - On-page & Off-page - Mobile - SEM Rush - Moz - Yoast

***Social:*** Facebook - IG - Twitter - Youtube - Hootsuite - Sprout - Tweetdeck

***Supplemental Mkt:*** Mailchimp - Canva - Hubspot - Pipedrive - Google Tag Manager

***Website & Content:*** Copywriting - Blogging - Podcasting - HTML - Ecommerce - Shopify