

# Matthew Sims

## Digital Marketer

Recent college graduate with 3+ years of experience in website design and digital marketing. Computer Information Systems and Marketing major seeking to leverage my technological skills and self-starter attitude to implement your marketing strategy.

## Experience

**2016-01 - present**      **Digital Marketer**  
*Self-employed/Freelance*

**Responsibilities**

- Design visually appealing websites using WordPress.
- Implement marketing automation and lead nurturing processes.
- Convert website visitors into paying customers.
- Perform competitor and market analysis.
- Execute technical SEO audits.
- Conduct keyword research and implement content strategies.
- Standardize marketing activities with process documentation.
- Manage relationships with freelance workers.

**Achievements**

Multiple first-page ranking positions for local and national campaigns.

**2012-05 - 2014-05**      **Specialist (E4) - Combat Medic**  
*United States Army*

**Responsibilities**

- Assist with outpatient and inpatient care and treatment.
- Training military personnel in the Combat Lifesaver Course.
- Keeping health records and clinical files up-to-date.
- Ensuring acute situational awareness, discipline and teamwork at all times.

**Achievements**

Successful completion of the Air Assault School in Fort Campbell, KY

## Education

**2014-08 - 2018-05**      **University of Southern Indiana**  
BS, Marketing  
Minor: Computer Science

**2014-08 - 2018-05**      **University of Southern Indiana**  
BS, Computer Information Systems  
Minor: Web Development For Enterprise

## Certificates

**2018-11**      Google Analytics Individual Qualification

**2019-01**      Google Ads Search Certification

## Interests

Avid reader and fitness enthusiast

## Personal Info

**Address**  
614 South Bennighof Ave  
Evansville, IN 47714  
USA

**Date of birth**  
1990-10-29

**Phone**  
812-589-7580


**E-mail**  
contact@matthewsims.net


**Skype**  
live:contact\_89620


**Website**  
matthewsims.net


**LinkedIn**  
linkedin.com/in/matthew-david-sims/

## Skills

Web Design 

Email Marketing 

SEO 

Market Research 

## Technology

Google Analytics  
Search Console  
WordPress  
G Suite  
Mailchimp, ActiveCampaign etc..  
Ahrefs, SEMrush etc..

## Attributes

Good Communicator  
Team Player  
Hard Worker  
Fast Learner