



# TRAVIS CALHOUN

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7905 Avondale Dr, McKinney, TX 75070

## SUMMARY

Data-driven Digital Marketer offering expertise in developing multi-channel marketing strategies for B2B, ABM, and DTC. Skilled in leveraging analytics to influence email marketing, paid/organic social and search, and conversion focused marketing plans. Creative leader with a uniquely broad range of skill sets.

## SKILLS

- Client relationship management (CRM)
- SEO/SEM (Google Suite, SEMrush, ahrefs)
- A/B Testing (Optimizely, Unbounce)
- Marketing automation (Marketo, Distription)
- Social Media Marketing
- CMS (Wordpress, Sitecore)
- HTML/CSS, UI/UX
- Graphic Design (Adobe CC)

## EXPERIENCE

### Digital Marketing Manager / Supreme Lending - Dallas, TX

02/2018 - 08/2020

- Reporting directly to our Chief Marketing Officer (CMO), I Monitored advancements in social media and technology, working with marketing team to adopt new platforms and facilitate integration into marketing plans.
- Created and managed all custom Branch and Regional websites , as well as, the dynamically created LO sites.
- Implemented organic SEO initiatives to improve content, keywords, backlinks, and site usability.
- Created custom html emails for drip campaigns to optimize open and click-through rates.
- Combined paid social with CE and Lunch & Learn events to create new referral partner relationships.
- Monitored and analyzed any PPC or display campaigns a branch may be running.
- Integrated new tools and content for the recruiting department and ran the marketing portion of "site visits".

### Web Developer / Self Employed - Dallas, TX

01/2016 - 12/2017

- Created conversion optimized websites for clients in various industries.
- Managed digital marketing strategies to meet client goals and objectives.
- Designed logos and created various promotional graphics used for both print and web.
- Edited and posted videos for a subscription-based client weekly.
- Monitored metrics such as redirects, click and bounce rates and other KPIs to proactively optimize campaigns.
- Planned, implemented and maintained successful SEO strategies.

### Co-Owner / reBOOT Computer Repair - Tulsa, OK

01/2012 - 12/2015

- Created a company offering computer repair, small business IT, and web design services.
- Checked in computers and performed diagnostics for repair.
- Planned, developed and managed e-commerce, subscription, local business and charity websites.
- Built website content and designs using HTML, CSS and various Content Management Systems (CMS).

## EDUCATION

Oklahoma State University - Tulsa, OK

12/2010

**Bachelor of Science:** Marketing

## REFERENCE

*"Travis is an incredible asset to any team with a tremendous grasp of UX/CX, design, technology, integrations, and general business sense. He's got an exceptionally broad skill set that is very difficult to find. Travis is also the ultimate team player. I can't recommend him highly enough!"*

- Tim Wagner, CMO at Synergy One Lending / 214.394.2398 / jdmp2b@hotmail.com