

# Bradley Wester

Digital Marketing Consultant

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## Experience

### Marketing Analyst

Gateway Media | Clayton, MO | June 2015 - April 2016

- Created and managed paid social media marketing and display ad campaigns to reach our target audiences and increase traffic on our portfolio of websites.
- Reviewed paid ad campaign and website data each day to ensure our campaign optimizations were as effective as possible.
- Performed A/B and multivariate tests on organic and paid social marketing campaigns to test new growth strategies. This consistent exploration and testing of new strategies empowered us to create some of the most viral content on the internet with our 13 websites reaching over 120 million unique visitors every month.
  - 600 million monthly page views.
  - 4 billion monthly ad impressions.
  - 15 million Facebook fans.

### Digital Marketing Consultant (Small Business Owner)

St. Louis Social Media Consultants | St. Charles, MO | April 2012

- Created, scheduled and analyzed all social media content for clients in a wide variety of industries. All content was written in advance and approved by the client to ensure the content represented their brand and matched their tone of voice.
- Designed and managed websites focused on lead generation and sales, with one eCommerce producing over \$155,000 in revenue in 2015.
- Drove traffic to clients' websites using organic and paid social media marketing, search engine optimization, paid search engine marketing and email marketing.
- All marketing campaign and website data was tracked, and summaries were sent to clients explaining what the data meant in relation to their business goals.

### Marketing Coordinator

Goldmark Enterprises, Inc. | Florissant, MO | Mar. 2012 - May 2013

- Created a social media campaign with the goal of introducing our target audience to the large variety of promotional products available through Goldmark Enterprises, Inc.
- Increased the number of Likes on the Goldmark Enterprises, Inc. Facebook Page by over 60% in 6 months and launched new social media accounts on Twitter and Pinterest.
- Designed email marketing campaigns to stay in contact with our top customers.

INBOUND  
CERTIFIED



Bradley  
Wester

## Skills

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Social Media Marketing - Organic and Paid

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Inbound Marketing

Digital Advertising - CPC, CPM, CPA

WordPress

Google Analytics

Email Marketing

HTML / CSS

Photoshop

InDesign

SQL

### Marketing Assistant

R. M. Wester & Associates, Inc. | St. Peters, MO | May 2008 - Oct. 2011

- Designed and distributed brochures, flyers and direct mailers for target markets.
- Created an OSHA Right to Know training film. This training film was awarded 2.0 credits of Continuing Education Units by the state of Illinois. (Only OSHA Right to Know training film to receive this award by the state of Illinois.)
- Creation of this film included script writing, lighting, filming and editing of both sound and video.

## Volunteer Experience

### Social Media Strategist & Website Content Manager

TEDxGatewayArch | St. Louis, MO | Sept. 2014 - Dec. 2015

- Worked as a team to develop a social media strategy for TEDxGatewayArch.
- Designed Facebook Ads to promote our events, including recommendations on targeting and budget settings.
- Managed the TEDxGatewayArch LinkedIn Page & Group.
  - Created / curated social media content.
  - Monitored comments and responded.
  - Gathered and analyzed social data and reported the findings to the rest of the TEDxGatewayArch team.
- Developed a responsive and engaging website for TEDxGatewayArch, dramatically increasing the number of subscribers to their newsletter and recruiting many new volunteers. The website received over 135,000 views in its first year.
- Optimized the TEDxGatewayArch website for search engines (SEO). By the end of it's first year, the website ranked on the first page of Google for over 170 different search queries.

### Advisory Board Committee Member

School Sisters of Notre Dame: Province of Africa | April 2014 - June 2015

- Advised on communication strategies for national fundraising campaigns.
- Assisted in the setup and training of the SSND-Africa Facebook page.
- Created a website for SSND-Africa which focused on inspiring users to show their support of SSND-Africa and donate to their mission.

## Education

### Bachelor of Science in Mass Communication

Southeast Missouri State University | Cape Girardeau, MO | 2012

- Bachelor of Science in Mass Communication, with an emphasis in public relations.
- Minor in hospitality management.