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To Whom It May Concern:

My name is Maddie Olhoeft and I am a marketing professional looking to continue my career in digital marketing and content strategy in Denver, CO. I am an SEO expert powered by skillful copywriting and meaningful data analysis. With 5 years of agency experience, I have a wealth of knowledge from working across industries in the B2B, B2C and cross-over spaces. As a team player, I work to develop multi-channel and broad digital marketing strategies that impact reach, engagement, conversions and business bottom lines.

My most recent position was a Digital Marketing Strategist at Volume Nine in Denver. My day-to-day covered SEO, content strategies, account and project management. I worked cross-functionally with SEM and Social Media specialists to create social, search, and display ad strategies. I gained valuable insight by using the platforms which allowed for alignment on organic search and content strategy goals. My process for creating impactful content strategies involved research, outline creation, putting pen to paper and publication for several formats including evergreen web content, blog posts, and whitepapers.

After identifying KPIs from both a marketing and business perspective, my team worked together to create reports that were useful for each client. I was the team lead for analysis because of my strong background in Google Analytics and data visualization. Each month we created customized decks that told functional data-backed stories that focused on the successes or shortcomings of our strategies. I also managed Google Analytics and Google Tag Manager implementation which included event tagging, goal and conversion creation, and UTM parameter management.

To go above and beyond, I worked directly with clients and their sales teams to learn about customer lifecycles, sales targets, and revenue goals. For example, I worked with the sales manager of a B2B software company based in Boulder. We identified two highly converting types of customers that were not addressed in the current website or marketing materials. I created a plan for optimized evergreen content, blog posts, social media distribution, and lead generation conversion rate optimization. Due to the success of the content work, the sales team is using similar language in their sales materials.

My most noteworthy accomplishment at Volume Nine was earning the opportunity grow my account management abilities. Because of my client communication and technical skills, I was tasked with a more involved role in account management. A key function of my position was presenting deliverables and translating complex strategy plans to clients and stakeholders. I valued weekly facetime because getting to know my clients and their businesses on a more personal level made my job easier and feel that much more important.

What I learned at Volume Nine: Cross-Functional Marketing is key to a successful strategy. I learned to incorporate strategies to create individualized and impactful marketing through team collaboration with SEO, Social Media, Advertising, and Account Management.

At Buhv Designs I was responsible for strategy, execution and measurement of marketing plans for Denver-area B2B and B2C organizations. My focus was search engine optimization but the strategies I built encompassed content, marketing automation, social media management, and email marketing. I also worked on the backend of all my client's sites (most of which were built on WordPress) adding pages, updating content and design, or optimizing pages for conversion rates. I quickly became the content and copywriting go-to for my team because my skillful writing had proven success at improving rankings and driving engagement and conversions.

To drive home strategy effectiveness, I created individualized dashboards and reports for each client. Working closely with the account management team and clients, I identified business objectives, communicated marketing strategy impact, and conversions and growth.

On top of efficiently managing SEO, content and analytics, I had the opportunity to expand my knowledge. I was team lead on HubSpot Marketing and Sales platforms and completed the training for the HubSpot Pro certification for Marketing Automation. I assisted with building GoogleAds and paid social advertising campaigns. Working closely with the design and development team, I consulted for new website builds on content, SEO and CRO best practices.

What I learned at Buhv Designs: Understanding business goals is the first place to start with a digital strategy. When strategies align with overall objectives, they will not only drive success for the campaign, but also for the business as a whole.

I was an SEO Analyst at The Shipyard in Columbus, OH prior to moving out to Denver. My role was primarily as an analyst and search engine optimization specialist, but I worked with all functions of the company and offered my expertise across disciplines.

I worked with a variety of larger clients and verticals and had the opportunity to really hone my analytical skills. I worked with large data sets (that included a 1,000+ customer contact database) to map out strategies. Using a variety of measurement tools (like Google Analytics, Google Search Console, Ahrefs, SEM Rush, and Ginzametrics) I helped to paint a complete picture on campaign success. I created monthly, quarterly and annual reports that would ultimately drive overall SEO, advertising and marketing strategies.

What I learned at The Shipyard: Data and measurement matters. Being able to back up your strategies with evidence is one of the most important factors in creating a campaign that works. People trust data and it is key to getting team and client buy-in.

Before being recruited by The Shipyard, I worked for local media company, Columbus Underground. This was my first job out of college and my position started out as an inside and outside sales consultant. I developed a craft for

research and making connections with clients. Because of my success as a salesperson, I created marketing strategies beyond ad placements, that included social media, brand exposure and content sponsorships, leading to even better sales numbers. Towards the end of my time at Columbus Underground, the company started to produce community events where I had a hand in planning and marketing.

What I learned at Columbus Underground: Making a connection with clients, teammates and vendors makes all the difference in the world. When you get the opportunity to experience a brand or service in-person, you have a much better understanding of how to market it and who will benefit from it.

I graduated from The Ohio State University in May 2014. I earned a BA in Strategic Communication with a minor in Business. I also took extra coursework in applied biology. Outside of classes, I worked on two different research projects (one that was eventually published) about cancer and the role communication and marketing has in the healthcare field. I was also a member of Delta Delta Delta where I held various leadership positions, including Chapter President.

What I learned at Ohio State: Learning about something outside of your expertise and expanding your horizons gives you a different perspective for problem solving.

As a professional, I have all the skills to create, execute and measure digital marketing and content strategies. But beyond that, I have the demeanor and work ethic to make a dynamic member of any marketing team. I am hyper-organized and always have a positive attitude. At the end of the day I am a hard-working, self-starter always in motion and *really* do love marketing. I thrive in a collaborative environment and am always looking for ways to learn more. I look forward to getting back to work so I can continue to drive results and do what I love.

When I'm not at work I spend as much time as possible outside. I wake up early every Saturday or Sunday to go snowboarding, rock climbing, backpacking or camping. Reading, writing, painting and taking photos of my friends and our outdoor adventures are also passions of mine. This mentality and creativity I have on the weekends come to work with me every day.

I am available to start immediately. References and Writing samples are available upon request.

Thank you,
Maddie Olhoeft