

Todd McPhetridge

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Summary

Results oriented, data-driven marketing leader with proven expertise in developing and executing successful, integrated digital marketing strategies. Proven ability to build and lead teams to find solutions to the toughest challenges. Strengths include marketing strategy, brand development, digital marketing, social media, marketing campaign management, SEO, PPC, paid ads budget management, competitive market analysis and research, Facebook ads, email marketing, Google Analytics, website design, and graphic design.

Key Skills Include:

- Strategic Planning
- SEO, PPC & CRO
- Facebook Ads
- Google Ads
- Local Search Marketing
- Budget Management
- Social Media
- Photo / Video Production
- Project Management
- Website / Graphic Design
- Web Analytics
- Team Leadership

Experience

Todd McPhetridge, Canton, Ga
Marketing Consultant, 11/2017-Present

Create and execute strategic, integrated, and efficient marketing and E-commerce plans across platforms such as Facebook, Instagram, Shopify, Google, YouTube, LinkedIn, Twitter, and Pinterest. Utilize SEO, PPC, email marketing, content creation and website design to increase traffic and sales.

- Design comprehensive plans and execute digital marketing tactics across multiple channels to drive growth and yield measurable gains for a variety of companies and industries.
- Implemented strategic social media marketing campaign that received 34,740 likes, 1,982 comments and 7,773 shares.
- Create and manage website redesign, Google Ads, Facebook Ads, content creation, social media strategy and marketing campaigns that achieved a 385% increase in website leads and phone calls for a local service business.
- Analyze and improve lead generation strategies through techniques such as conversion rate optimization (CRO) and A/B testing to increase qualified leads.
- Drive lead generation activities through SEO, content optimization, lead nurturing, paid ad management, email marketing, and content creation, which resulted in a 186% increase in

clicks, 44% decrease in average CPC and a 592% increase in conversions for a company with \$300 million in revenue.

- Revamp lead generation approach with critical data analysis that led to a 37% increase in registrations and 16% increase in active users for a SaaS marketplace.
- Manage and establish KPIs to track marketing campaign performance and transform Google Analytics data into actionable insights and recommendations.
- Provide expertise on current E-commerce industry best practices to generate new sales and increase profitability through strategic marketing and advertising plans.

Outrageous Interiors, Atlanta, Ga
E-commerce Director, 11/2016-11/2017

Provided E-commerce leadership and strategic direction to optimize and implement best practices across all digital marketing programs, including SEO, SEM, display, mobile, video, and social, with a focus on driving new customer acquisition, engagement and inside sales conversions. Managed consultants and service providers to achieve project and business goals.

- Analyzed customer insights, consumer trends, market analysis, and marketing best practices to build successful e-commerce and digital marketing strategies.
- Revamped website design and migrated to BigCommerce platform, which allowed the company to increase its product offering from 1,500 to 9,000 in a few short months.
- Drove customer growth through strategic SEO, SEM, PPC, and social media campaigns, increasing online sales 323% and conversions 156%.
- Identify new areas of e-commerce opportunity beyond historical internet retail strategies.
- Apply outstanding analytical skills, experience interpreting success metrics, and presenting suggestions for improvement.

PlayNation Play Systems, Canton, Ga
Director of E-commerce, 04/2014-11/2016

Built and oversaw a data-driven, long-term digital marketing strategy and E-commerce roadmap that positively impacted the customer's experience and the company's strategic and financial goals.

- Mentor, train, and manage high-performing product marketing team to ensure cohesiveness of action across all functional areas of the team.
- Design and perform usability and A/B tests to increase sales, profit, and new customer acquisition, that drove a 66% increase in online sales in less than a year.
- Managed commercial photography and video production for wooden swing sets and outdoor living products used to increase conversions on leading internet retail sites like Home Depot, Costco, and Target, as well as smaller internet retailers.
- Developed and executed a digital marketing strategy and campaign management as well as led the charge in measuring effectiveness and developing a methodology for attribution.
- Drive strategy, budget, and execution of brand marketing initiatives ensuring a consistent brand message across all consumer touchpoints including web, paid media, product, packaging, retail, events, social, catalog, and dealer network.

Technical Skills

Shopping Carts: Shopify, BigCommerce, 3dcart, Volusion, X-Cart, Magento

Software: Adobe Creative Suite, Microsoft Office

Web: Google Analytics, Woopra, Clicky, Omniture, HTML, CSS, JavaScript

Marketing / Business: HubSpot, Asana, BrightLocal, Desk.com, Constant Contact, MailChimp

Research Tools: Google Ads Keyword Planner, Wordstream, SpyFu, SEM Rush, Moz, Ahrefs

Internet Advertising: Google Ads, Facebook Ads, Live Search Advertising, LinkedIn Ads

Education

Udemy, 2018-2021

Creative Live, 2010-2021