

Michael Conger

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EXPERIENCE

Senior SEO Specialist ← SEO Specialist

Your Behavioral Health | September 2022 – September 2023

- Increased average daily traffic to NWS website by 1812%, CBH website by 681%, and NLH website by 1316%, a growth rate that resulted in 12+ new B&M locations, 100+ new hires, and ultimately, the sale of the organization to private equity.
- Managed a team of writers to plan, develop, and publish over 600 articles which drove thousands of clients to 5 different websites.
- Led and trained junior members of the department on company processes and digital marketing best practices. Presented and reported KPIs biweekly to the Director of Marketing and Director of Business Development.
- Refined conversion points, redesigned user funnels, and provided keyword research, competitive analysis, and new growth strategies.

Digital Marketing & SEO Consultant

Mike Conger Digital Marketing | January 2020 – Ongoing

- Contracting with clients in a variety of industries and growing business and reaching their intended audience on the web.
- Creating, overhauling, and maintaining, top of the line websites in a variety of CMS platforms.
- Interfacing with and reporting on clients' customers via Google My Business and other web tools.
- Working closely with business owners to understand industry, study competition, and employ research.
- Providing actionable feedback and business intelligence to businesses and reporting on digital marketing and SEO results.
- Staying up to date with most recent SEO strategies and design trends. Leveraging a variety of digital marketing solutions including social media management, brand and asset production, content creation, copywriting, competitor research, and data analysis to reach and exceed goals. Visit mikeconger.com to see more.

Marketing Specialist

BIS | January 2022 – July 2022

- Increased mobile page performance by 63%, desktop page performance by 47%, and site traffic by 23% in a 3-month span, which resulted in the highest quarterly revenue in the history of the organization. Exceeded all manufacturer rebate goals which led to the entire BIS workforce receiving the largest quarterly bonuses in the history of the organization.
- Discovered and corrected an automatic pricing error affecting a large batch of SKUs, saving the organization hundreds of thousands of dollars in future revenue.
- Collaborated with sales department to develop and enact new web design strategies which increased average time spent on page and drove more customers to the point of sale.
- Acted as liaison between the organization and manufacturer partners to implement promotional campaigns, managed product database with over 100,000 individual SKUs, and redesigned product showroom.

Marketing Coordinator

Ranken Jordan Pediatric Bridge Hospital | May 2019 – July 2021

- Redesigned and regularly updated hospital-wide intranet sites, leading to a substantial increase in employee engagement.
- Contributed to planning and execution of a six-figure campaign, including multi-day commercial shoots, digital remarketing, extensive research, and in-person and livestream promotional events.
- Reported on marketing ROI to guarantee an increase to the marketing budget. Analyzed quality survey data and presented findings to the executive team, helped formalize the annual quality strategic plan.
- Attended to weekly responsibilities including writing company newsletter, HIPAA media compliance, and social media management. Increased Facebook post reach by 89%, Twitter impressions by 249%, and Instagram total likes by 28%.
- Facilitated cross-promotion with regional brands, coordinated fundraising events with media, and managed VIP guests.
- Identified and researched issues in recruitment strategy leading to hospital savings of over \$60,000.

EDUCATION

Bachelor of Science in Business Administration, Marketing

University of Missouri, Columbia (Mizzou)

2016 – 2020

Dean's List Recipient

Extracurriculars:

- *VP of Communications* | **ΠΣΕ**
- *Project Lead; VP of Fundraising* | **MMF**
- *DEI Chair; Academic Chair* | **ΑΕΠ**

SKILLS

Ableton Live • After Effects • Ahrefs • ChatGPT • Copywriting • Dot Digital • Excel • Google Ads • GA4
Google Search Console • InDesign • Keyword Research • Magento 2 • Mailchimp • MOZ • NetSuite • Photoshop
Raiser's Edge • Screaming Frog • SEMRush • SharePoint • Shopify • Surfer SEO • Web Design • WordPress • and more!