



**John Herman**  
Marketing Technologist

📍 Columbus, OH 43207  
📞 (614) 352-7350

✉ john@johnherman.net  
🌐 johnherman.net

**PROJECT MANAGEMENT • DIGITAL STRATEGY • WEB DEVELOPMENT**

Experienced marketing & technology innovator with a track record of driving traffic and revenue through emerging technology and traditional mediums.

**RELEVANT EXPERIENCE**

**PROJECT MANAGEMENT**

- Led over 1 million dollars in billable projects during 2019
- Launched complex projects including hundreds of thousands of ecommerce products and franchise businesses with over 100 locations
- Delivered Wordpress, Joomla, Shopify, and WooCommerce Web Development Projects
- Built agency digital project process — managed hiring/relationships for outsourced development teams and freelance strategists and designers

**DIGITAL STRATEGY**

- Managed media spend and client strategy for all agency digital marketing clients
- Implemented complex call and goal tracking analytics and reporting
- Setup of complex multi-tenant Hubspot Enterprise accounts with tracking segmentation

**PROFESSIONAL EXPERIENCE**

**SUCCEEDING STEPS LLC, COLUMBUS, OHIO (2006 - PRESENT)**

Freelance Marketing Technologist and Digital Strategist (2003 - Present)

- Provide digital strategy and website development consulting services with a focus on Wordpress, ecommerce, email marketing and CRM implementation

**PPA GRAPHICS, INC. (PPA AGENCY), CANAL WINCHESTER, OHIO (2017 - 2019)**

Digital Project Owner

- Managed client and agency digital strategy for paid advertising campaigns, organic and local search engine optimization and web development projects by assembling cross-function teams, implementation, matching strategy to business goals and guiding projects/products through to completion.

**ADEPT MARKETING, COLUMBUS, OHIO (2016 - 2017)**

Digital Project Owner

- Implemented client user experience, ecommerce, interactive and web development projects by assembling cross-function teams, matching strategy to business goals and guiding projects/products through to completion.



**Digital Strategy**  
**Project Management**  
**Marketing Technology**  
**Implementation**  
CRM / Business Systems  
Complex Website Builds  
Integrations/APIs



**Analytics**  
**Online Advertising**  
**Search Engine Optimization**  
Local & Technical SEO  
Reputation Management  
Google, Facebook, Instagram & Snapchat Advertising  
Display/OTT Advertising  
Retargeting & Mobile Advertising  
Google Analytics  
Call Tracking



**Email Marketing**  
**Inbound Marketing**  
Hubspot  
Salesforce  
ActiveCampaign  
Klaviyo  
Mailchimp



**Web Design/UX**  
**Web Development**  
**WordPress**

## ROBERT MASON CO, COLUMBUS, OHIO (2015 - 2016)

Digital Strategy & Systems Manager

- Revamped and setup strategy and management of POS/Inventory system, technology, networking, phone systems and digital displays/kiosks
- Implemented omnichannel in-store pickup experience
- Managed store marketing launch including branding refresh, environmental graphics, print production, private label product branding and website redesign
- Responsible for marketing budget, website development, ecommerce, channels, SEO, PPC, social media and email marketing

## STONEWALL COLUMBUS, INC., COLUMBUS, OHIO (2006 - 2014)

Marketing/Technology Coordinator

- Developed mixed marketing strategy that included online, print, social media, traditional advertising, outdoor and email marketing outreach
- Responsible for budget and implementation of marketing and technology

## EDUCATION AND CERTIFICATIONS

### COLUMBUS STATE COMMUNITY COLLEGE, COLUMBUS, OH EXPECTED 12/2020

Associate of Applied Science, Interactive Media, Cum Laude

### HUBSPOT INBOUND / GROWTH-DRIVEN DESIGN AGENCY CERTIFICATIONS

Most Recent 2019

### YEXT CERTIFIED PARTNER

Most Recent 2019

## SOFTWARE SKILLS

### Paid Media

- Google Ads
- Facebook/Instagram Advertising
- Snapchat Advertising
- Choozle
- LiveRamp
- Brandzooka
- Optmyzr
- WordStream

### Design/Dev

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe XD
- HTML/CSS

### CMS

- Wordpress
- Joomla
- Umbraco
- Sitefinity

### eCommerce

- WooCommerce
- Shopify
- Magento
- BigCommerce

### Marketing Automation & Email Marketing

- Hubspot
- Klaviyo
- Mailchimp
- ActiveCampaign
- Constant Contact

### Social Media

- HootSuite
- HeyOrca
- Facebook
- Twitter
- Instagram
- Snapchat
- LinkedIn

### Search Engine Optimization

- Google Search Console
- SEMRush
- Moz
- Yext
- BrightLocal
- Screaming Frog

### Analytics

- Google Analytics
- Google Data Studio
- Hotjar
- CrazyEgg
- Agency Analytics
- TapClicks
- Supermetrics
- NinjaCat
- Call Tracking Metrics
- CallRail

### Project Management

- Asana
- Airtable
- Microsoft Sharepoint

### Business Software

- Salesforce
- NEON
- Pipedrive
- ERPLY
- Proposify
- Microsoft Office