

# Mitch Hankins

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## SEO & DIGITAL MARKETING EXPERIENCE

### *Owner, CEO*

#### **Real Good Marketing LLC (March 2017–December 2020)**

- Generated \$1+ million top-line revenue through creation and implementation of multi-channel digital marketing plans and website development services across Healthcare, Tech, IT, Hospitality, and other B2B markets
- Owned lead generation and nurturing strategies and tactics for clients across SEO, SEM, Content and eCRM channels
- Collaborated cross-functionally with client teams, executive leadership, and agency partners to develop digital strategies that aligned to and met client business goals
- Integrated client marketing channels and tools for more comprehensive data, reporting, lead attribution and scoring
- Grew agency to 15+ employees; responsible for hiring, managing and aligning all team members to company vision

### *Group Strategy Director*

#### **Native Digital, Kansas City, MO (January 2017–May 2017)**

- Worked with CEO and VP to develop SEO & SEM disciplines in order to expand client scopes and retain new clients
- Owned digital marketing strategies (SEO, PPC, paid social) and digital reporting for 5+ key clients at a time
- Managed client accounts, relationships, and timelines for website redesign projects and digital campaigns

### *Search & Content Strategist*

#### **Muller Bressler Brown (MBB), Overland Park, Kansas (October 2015–January 2017)**

- Drove nearly \$1 million in top-line revenue with bespoke SEO and inbound marketing services
- Built in-house SEO and content strategy/inbound marketing discipline from the ground-up
- Developed templates for SEO audits, keyword research, content audits; worked with analytics team to develop website reporting metrics and process
- Implemented holistic, results-driven digital strategies for a variety of clients across Financial, Education, Healthcare, and CPG categories; Collaborated with Social, Creative, Media, UX and IT teams to bring plans to life

### *Owner, SEO & Content Strategist*

#### **99boomerangs, LLC, Overland Park, Kansas (May 2015–January 2016)**

- Led the development, execution, and management of branding, digital marketing (SEO, social, eCRM) and content strategy plans for startups, entrepreneurs, and small businesses
- Educated clients and internal team members on the latest best practices and the role of inbound marketing
- Responsible for creating analytics structure and reporting templates, as well as business and sales collateral

### *SEO Analyst & Content Strategy Specialist*

#### **Intouch Solutions, Overland Park, Kansas (April 2014–May 2015)**

- Developed and executed SEO and content strategy campaigns for major clients in the pharmaceutical industry
- Managed workload of, and delegated projects to, associate-level employees
- Helped create internal SEO guidelines; worked with FDA to build company's link building process and structure
- Collaborated with Analytics, SEM, Social, eCRM, Account and Planning/Research teams to meet client objectives
- Monitored SEO campaign performance and delivered quarterly and monthly client reports
- Educated internal and external stakeholders about the value of SEO, content strategy, and team capabilities

### *Inbound Marketing Specialist*

#### **Keypath Education, Lenexa, Kansas (January 2012–April 2014)**

- Improved client search performance and volume through core SEO tactics: keyword research, technical SEO, link building, local optimization and content optimization
- Oversaw and assisted in the strategic development of copy/content for digital channels such as client websites, blogs, paid advertising, social media messaging, email campaigns, and other online brand materials
- Tracked ROI of digital campaign efforts and generated custom monthly reports; presented results directly to clients

## RELATED SKILLS

- 10+ years of experience managing SEO, digital analytics, brand strategy, content strategy and technology platforms
- Hubspot Inbound Marketing Certified; Google Tag Manager Certified; Google Analytics Certified
- Working knowledge of industry tools, e.g., Google Analytics + Tag Manager, SEMRush, Salesforce, Ad platforms
- Proficient in HTML, CMSs (e.g., WordPress and Hubspot), project management tools (e.g., Asana), and Microsoft365

## EDUCATION

### *University of Kansas (Class of 2011)*

- B.S. in Journalism, Strategic Communication Emphasis (GPA: 3.8/4.0); Minors in Sociology and Spanish