

Robert Spence

www.RSpence.com
760.405.1890 | Robert.Spence777@gmail.com

PROFILE

Writer and marketer with extensive knowledge in developing brands online through content marketing and social media, and I've spent the past three years developing a reputed online presence for Mining Global, a digital platform aimed at executives in the mining sector.

EXPERIENCE

Mining Global

Carlsbad, CA

Editor

2014 – Present

Mining Global is a digital platform aimed at executives in the mining sector. My responsibilities include, but aren't limited to:

- Plan, assign, interview and write feature stories for monthly digital magazine;
- Research and write daily news stories with SEO headlines for website;
- Interview industry executives and CEOs for website and magazine features;
- Build a solid contact base in the mining sector, fostering advantageous relationships and working closely with a number of major companies;
- Develop and implement marketing strategies, including overseeing all social media to promote overall brand.

WDM GROUP

Carlsbad, CA

Project Manager

2013 -- 2014

WDM Group retains a diverse portfolio of industry and territory specific brands – each producing its own digital magazine, website, mobile apps and weekly e-newsletter. My responsibilities included, but weren't limited to:

- Manage editorial projects within the WDM Group portfolio of products, , liaising closely with the sales, editorial and design departments to ensure copy was produced to a consistently high standard and delivered on time.
- Arrange and confirm interviews for company profiles (15-45 per month). Assign editors for interviews and written profiles;
- Interview industry executives and CEOs for editorial and marketing pieces;
- Manage editorial content, including: manage magazine links and widgets, upload brochure content to relevant websites on a monthly basis. Handle customer relations and post production services for clients.

MOZ Group

San Diego, CA

Marketing Director

2012 – 2013

My responsibilities included, but weren't limited to:

- Write and market daily articles using social media marketing to promote articles;
- Liaise with the client and the creative team to ensure campaigns were executed on track and within budget; Provided ongoing strategic support for digital marketing platforms;
- Execute and manage ongoing, multi-faceted digital marketing campaigns composed of SEO, SEM, Video, Display, & Social marketing elements;
- Managed campaign timelines and budgets including handling 100 percent of sales.

E-commerce Business

Carlsbad, CA

Owner

2011 -- 2014

Capitalizing on highly searched keywords, with little to no competition, I was able to turn three domain names them profitable by effectively utilizing SEO content and social media to achieve first page Google search rankings. I sold all three businesses in December 2014 to further my efforts into a new business venture. My responsibilities included, but weren't limited to:

- Develop and implement brand strategy utilizing SEO content and social media;
- Manage various levels of inventory and orders, including customer emails and satisfaction;
- Build and manage affiliate marketing partnerships. Establish a social following on all social networking sites -Facebook, Twitter, Instagram, LinkedIn, Tumblr, Hubpages, Squidoo;
- Conduct analysis reports for website, email marketing, PPC and SEO campaigns in order to create and manage action-based recommendations.

EDUCATION

Mira Costa College

Oceanside, CA

Business Administration

2015