

# Grant R. Wolz

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Detail-oriented self-starter with over five years experienced in online marketing, affiliate marketing, web development, and search engine optimization. With verifiable year-after-year success achieving business growth objectives and profit goals. Extremely detail and numbers oriented for better campaign optimization through analysis of analytical and conversion data. Responsible for advertising budgets of upwards to \$50k USD a month and hiring and managing outsourced team members.

PPC ♦ SEO ♦ Affiliate Marketer ♦ Web/Mobile Developer ♦ AdWords Certified  
Analytics ♦ Programmer ♦ Copywriter ♦ Innovator

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## Work Experience

### Self-Employed / Owner

New Vision Promotions LLC, Key West, Florida USA

Apr 2008 – 2015

New Vision Promotions LLC an online marketing and development company specializing in affiliate marketing. Responsible for developing paid marketing campaigns for a diverse clientele, hiring and managing outsourced work forces, setting and achieving business growth and profit goals, website development/programming, and creation of compelling web copy.

#### Highlights

- Managed marketing budgets of upwards of \$50k a month while reaching profit goals.
- Executed affiliate and in-house paid search campaigns.
- Achieved first page SEO results for multiple in-house websites.
- Hired and supervised teams of outsourced workers.
- Developed and designed successful mobile and web applications.
- Skilled in Javascript, Python, PHP, HTML, and CSS

### SEO Engineer / Campaign Manager

MoreVisibility, Boca Raton, Florida USA

Nov 2007 – Apr 2008

Responsible for creating SEO analysis documents for new clients, client support, developing SEO strategies, link-building campaigns, and creation of SEO web copy. Provided guidance to clients through on-site SEO optimizations and improvements. Campaign Manager position was responsible for creation, management, and optimization of ad copy for a diverse portfolio of clients.

## **Internet Marketing Specialist**

MedGen Inc., Boca Raton, Florida USA

Aug 2007 – Oct 2007

Responsible for creating banner and text advertisements, design and management of email newsletter campaigns and management, writing SEO copy, link-building, and developing online marketing strategies. Helped research and setup a new in-house affiliate marketing system.

## **Administrative Assistant**

Majestic Mortgage, Boca Raton, Florida USA

Feb 2007 – Jun 2007

Served as the Personal Assistant to the company office manager and vice president. Conducted CRM marketing through targeted mailings. Consulted with local advertising firm to help develop and plan a radio advertising campaign. Managed incoming calls and helped maintain the office environment. Responsibilities included maintaining Excel financial reports and employee databases.

## **Student Marketing (Internship) Project Financial Director**

General Motors Chevrolet, Boca Raton, Florida USA

2006

Conducted target market research through surveys and polling. Developed promotional outline that fit the client's needs and budget, executed promotional messages through e-mail, print, buzz, and word-of-mouth. Planned and hosted an on-campus event to promote Chevrolet brand and products to peers. Presented project results to regional Chevrolet management in Georgia.

- ❖ Presented with Chevrolet Scholastic Achievement Award

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## **Education**

### **Bachelor of Science (BS) in Marketing (2007)**

Florida Atlantic University, Boca Raton, Florida, USA

### **Bachelor of Science (BS) in International Business & Trade (2007)**

Florida Atlantic University, Boca Raton, Florida, USA

## **Certifications**

### **Google Adwords Certified Professional (Present)**