

Tory Beth Lynne

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Experience

Magnetic | August 2009 - Current

Internet Marketing Specialist | Reporting to the Director of Marketing & Client Services

- Managing client accounts for Internet Marketing.
 - Providing strategic marketing consulting services
 - Creating and executing marketing plans; services include website optimization, local search optimization, pay-per-click management, landing page creation, internal link optimization, shopping portal management, conversion optimization, analytics monitoring/reporting and more
 - Coordinating projects on time and on budget
 - Executing social media marketing projects including blogging, article marketing and social networking
- Collaborating with the SEO team to improve the marketing department and Magnetic as a whole.
 - Researching new opportunities for growth, including new service offerings for clients
 - Received “Innovator of the Quarter” award for my efforts in establishing social media monitoring services
- Managing blogging efforts, both for the Magnetic Blog and for clients.
 - Writing blog posts
 - Editing, posting and promoting all other blog posts
 - Researching blogging best-practices and WordPress widgets for blog customization; implementing them
- Recommending and executing internal marketing campaigns, including search engine optimization, social marketing, search engine marketing and public relations.
- Representing Magnetic at networking events, including Social Fresh, Girls in Tech and the Internet Technology Summit.

High Perch, Inc., division of Magnetic | August 2008 - August 2009

Internet Marketing Assistant | Reporting to the Marketing Manager

Main Role: Recommended, carried out and reported on the results of all marketing objectives for e-commerce site GoodDeals.com.

- Reduced spend on paid advertising campaigns from 15% to 12% while increasing conversions.
 - Managed, tested and optimized shopping portal feeds for all major engines
 - Managed PPC campaigns with Google, MSN and Yahoo! including bid and budget adjustments
- Increased website traffic an average of 22% via social marketing, SEO optimization and customer engagement.
 - Edited article content for grammar and SEO keywords, links; promoted on social media sites
 - Wrote custom product/category content and meta tags
 - Created landing pages.
 - Designed, sent and evaluated the results of a customer service survey for customer engagement and retention
- Managed E-Commerce Business Functions.
 - Procured new products, including pricing analyses
 - Researched, established and maintained relationships with product manufacturers/distributors
 - Fulfilled orders from processing to shipping
 - Responded to customer service concerns
 - Analyzed expenditures resulting in decreased overhead

Awards, Recognitions & Certifications

Google AdWords Certified Professional

Google Analytics Certified Professional

Spark Innovator of the Quarter - June 2009

Employee of the Month - April 2010

Education

The University of South Florida | August 2004 - May 2008

USF Honors College: Magna Cum Laude

Bachelor of Arts in Mass Communications with a specialization in Public Relations, Minor in Psychology

Graduate level thesis titled “Nonprofit Fundraising on the Internet”

Tools

WordTracker, SpyFu, Google Analytics, Urchin Analytics, SEOMoz Toolbar, The Microsoft Suite (Including Word, Excel, Access & Visual Studio), Snag-It, Notepad ++, A1 Sitemap Generator, Ipswitch, Fiddler2, Basic HTML, Bronto, ConstantContact, ChannelAdvisor, Znode Shopping Cart Solution