

ROBERTO AVEY

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Portfolio: www.robertoavey.com

EDUCATION: Midwestern State University, Wichita Falls, TX | Bachelor of Arts, Mass Communications
Graduation Date: December 2003

DISCIPLINES: CRM, SEO, SEM, UX, Analytics (GA, Adobe), Wordpress, Demandware

LANGUAGES: Fluent Portuguese, English, Conversational in Spanish

PROFESSIONAL EXPERIENCE

Williamson-Dickie Mfg. Co.

Sr. Digital Marketing Manager

Ft. Worth, TX Apr 2018 – Present

- eCommerce Marketing Manager

Jun 2017 – Apr 2018

- eCommerce Analyst

Mar 2016 – Jun 2017

www.Dickies.com the world's leading performance workwear brand, has provided workers with durable, functional and comfortable workwear since 1922, pioneering such iconic styles as the 874® work pant.

- Responsible for website performance, digital strategy and direct response.
- Manage Analytics Team, Acquisition Team and CRM.
- Responsible for vendor relationships with advertising agencies.
- Manage Digital Ad Spend and strategy for Direct Response Marketing.
- Manage digital networks GDN, AdRoll, Quantcast and Criteo.
- Optimized **SEM**, Display and Remarketing to produce 45% revenue growth YoY.
- Optimized website, on/off page **SEO** for Dickies.com, with a growth in top-line revenue of 46%.
- Lead UX Team increasing mobile CVR 17% YoY.
- Oversee content creation and strategy.
- Producing 'page one' rankings for competitive industry keywords.
- Implemented departmental dashboards and campaign tracking.

WorldVentures Holdings

Senior Digital Marketing Manager

Plano, TX 2013 - 2015

www.WorldVentures.com, www.Dreamtrips.com and www.Rovia.com are the world's largest direct seller of curated group travel, with more than 110,000 Independent Representatives in 24 countries around the globe.

- Implemented analytics: Ecommerce tracking, Event tracking, Campaign and Goal tracking through Google Analytics and Adobe Analytics.
- Create and manage dashboards for multiple departments and upper level executives.
- Served as analyst in leading digital marketing strategy which generated upward of 60% sales growth through membership travel.
- Lead analyst (UX) for mobile app tagging and redesigns for all corporate websites.

- Responsible for driving the day-to-day digital marketing strategy for world operations for WorldVentures Holdings, including WorldVentures.com, Rovia.com and DreamTrips.com.
- Optimized websites, on/off page SEO for all corporate entities.
- Oversaw reputation management and content creation.
- Managed website conversions and site performance.
- Strategist over online technology - measuring and implementing KPIs.
- Implemented departmental dashboards and campaign tracking processes.
- Managed campaign generation, acquiring 160K fans for social brands, and attributions for increased sales.
- Implemented best practices in online technology across all brands and departments; improving communication, increasing workflow and optimizing execution of products and services.
- Conducted Digital Marketing training for departments.
- Worked closely with Marketing, IT, Development and Design Departments to implement digital best practices.
- Reported directly to the VP of Digital Marketing.

Dreamentia Creative Laboratories
Digital Marketing Manager (fulltime Contractor)

Los Angeles, CA. 2012 – 2013

www.Dreamentia.com provides marketing and advertising services in both offline (tv, radio, print) and online (web, social, interactive).

- Created and implemented successful digital marketing plans for clients.
- Managed and created editorial calendar for clients.
- Reviewed and analyzed SEO and analytics for client sites.
- Created dashboards and reporting for clients.
- Consulted and directed all web and mobile projects.
- Researched and implemented new technologies.
- Acting Manager of Adwords, Facebook Ads for clients and corporate account.

Plastic Surgery Studios
SEO/Digital Marketing Manager

Rancho Cucamonga, CA 2009 – 2012

www.plasticsurgerystudios.com provides total Internet marketing solutions for plastic surgeons, cosmetic surgeons, dermatologists, and cosmetic dentists nationally. Clients include Dr. 90210 Robert Rey.

- Managed day-to-day operations of network for websites: www.PlasticSurgery.com, www.PlasticSurgeryStudios.com, www.iEnhance.com and www.CosmeticSurgery.com.
 - Constructed first Social Media team in company's history.
 - Managed day-to-day SEO, analytics of client websites.
 - Created dashboards and reporting for clients.
 - Managed Facebook, [Quora](https://www.quora.com/), Twitter and other social media outlets.
 - Managed monthly editorial calendar for entire network of websites, and used outside resources like [HARO](https://www.hARO.com/).
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