

JOSEPH A. MORTENSEN

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EDUCATION

Georgia State University Honors College

J. Mack Robinson College of Business

- Bachelor of Business Administration, Marketing
- Major GPA 4.1, Overall GPA 3.76

August 2018
Atlanta, GA

EXPERIENCE

Culinary Local

SEO & PPC Manager Intern

Jan 2018 - Present
Atlanta, GA

- Created and managed Culinary Local's B2B Google AdWords PPC campaign
- Analyzed AdWords campaign data utilizing Excel and Tableau to increase campaign ROAS
- Utilized MailChimp to help manage and create weekly email marketing newsletter
- Implemented on-page SEO best practices to increase organic search rankings

Barrgo

Purchasing Agent Intern

Feb 2017 - Sep 2017
Chamblee, GA

- Conducted market research and data analysis to establish optimal price points for industrial equipment; resulted in \$28,300 profit increase
- Initiated outbound marketing by executing email marketing tactics and outbound calling; generated over 500 B2B leads

High Road Ice Cream

Supply Chain Coordinator & Production Specialist

Mar 2015 - Jul 2016
Marietta, GA

- Implemented a finished goods inventory system that reduced supply chain bottlenecks
- Coordinated with third party logistics to pick up and deliver product across state lines
- Crafted large quantities of product for chefs and restaurants in the Atlanta metro area

Brigham Young University Idaho Radio

Marketing Promotions Coordinator

Mar 2013 - Jul 2013
Rexburg, ID

- Assisted in developing a brand strategy and implementing a marketing strategy that increased listenership 187% over a five month period
- Produced and edited radio promotions for Brigham Young University Idaho Radio

OpenBook by Yellowstone Hotel Systems

Search Engine Marketing Intern

Jan 2013 - Apr 2013
Rexburg, ID

- Helped manage and analyze a PPC search network campaign that resulted in 2.8% increase in CTR and 2.1% increase in conversion rate
 - Researched relevant links for over 300 clients to create an SEO link building directory
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PROFESSIONAL CERTIFICATIONS

- Google Analytics Individual Qualification, Google AdWords Search Certification, Google AdWords Display Certification and Hubspot Email Marketing Certification