**Erik Hinds – VP, Marketing**

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**Summary**

* **Leader** experienced in growing and mentoring dynamic marketing teams
* **Project manager** adept at uniting cross-functional UX, dev and marketing teams
* **SEO expert** with 10 years of driving organic growth with improved search rankings
* **UX expert** trusted to judge Web Marketing Association awards
* **CRO certified** and adept at using testing data to drive impactful decisions

**Professional Experience**

**Make Great Light | Lino Lakes, MN 12/2014 - Current**

**Fractional CMO / VP, Digital Strategy & Marketing**

Marketing leadership and strategy for all aspects of digital and offline marketing. Drove double-digit YoY revenue growth for 9 consecutive years.

* **Scaled e-commerce sales growth** through online and offline strategic campaigns.
* **Created all aspects of brand strategy** to build value with B2B and B2C customers.
* **Increased organic traffic 400%** over 3 years with effective SEO and content marketing.
* **Managed agency partners** to complete effective paid media and organic campaigns.
* **Oversaw website strategy** including UX design, development, and conversion rate optimization.
* **Built unique customer personas** for email, paid media and offline targeting.

**DecksDirect LLC | Plymouth, MN 2/2023 - 12/2023**

**Director, Digital Marketing / Director, E-Commerce**

Led a highly skilled internal marketing web team and multiple vendors to successfully execute revenue growth initiatives and an increase in digital brand awareness. Set record revenue generation in 2023.

* **Planned and executed paid digital media campaigns** to drive new customer acquisition, creating a record in monthly revenue generation.
* **Built a best-in-class SEO program** with a focus on technical SEO and content-driven customer attraction.
* **Optimized web and offline content**, ensuring consistency, relevance, and alignment with brand positioning and messaging.
* **Brought project management experience** to standardized web design, development, and deployment processes, effectively doubling output velocity.
* **Engineered data analytics**, reporting and visualization for key stakeholders using GA4, Big Query and Looker studio.
* **Spearheaded a complex UX website overhaul** built upon industry best practices and A/B testing results.
* **Managed strategic partnerships** with external agencies, ensuring adherence to scope, budget, and delivering measurable results.

**Aquarius Water Conditioning | Little Canada, MN 4/2020 - 2/2023**

**Digital Marketing Manager**

Complete management of Digital Marketing Strategy and Execution for the region’s largest home services providers ($70M+ ARR).

* Planning, management, and reporting of paid media campaigns across multiple digital channels, with monthly budgets of $300k+.
* Built cutting-edge marketing campaigns utilizing video ads, addressable geo-fencing, and programmatic display ads.
* Implemented email campaigns through CRM and marketing automation platforms in conjunction with offline outbound calling. First campaign results: $100k in business in 7 days from existing customers.
* Collaborated with cross-functional teams, including marketing, operations, sales and IT, to effectively implement digital initiatives and campaigns.
* Oversaw SEO and content marketing strategy for creating inbound B2C leads over the breadth of 6 brand websites.
* Managed digital marketing and web strategy budget, including resource allocation, vendor management, and cost optimization.
* Mentored and managed junior marketing team members with an emphasis on professional development

**Risdall Marketing Group | Minneapolis, MN 2/2008 - 3/2020**

**VP, Digital Strategy / Director, SEO / Solutions Architect**

Responsible for delivering best in class strategic marketing solutions to the agency portfolio.

* Oversaw efforts to optimize global websites for search engines, ensuring high visibility and ranking in search results.
* Developed and executed plans to optimize site conversions to generate leads for global client websites.
* Responsible for integrating platforms of MarTech solutions, SaaS and custom developed systems.
* Managed the SEO department and supervise multiple ongoing SEO, SEM projects for B2B & B2C customers.
* Implement strategies for lead generation, conversion rate optimization, campaign planning & marketing automation.
* Drove initiatives to improve client’s website functionality, performance, and user experience.
* Benchmarking current digital performance metrics by tracking and communicating ongoing performance.

**Education**

**Associates Degree – E-Commerce** | Brown College, Mendota Heights, MN

**Certificate – Project Management** | University of St. Thomas, Minneapolis, MN

**Technical Skills**

Search Engine Optimization (SEO), Google Ads, Google Analytics, Google Search Console, Digital Marketing, HubSpot, SalesForce, OTT, Conversion Rate Optimization (CRO), A/B Testing, Content Creation, E-Commerce, SaaS, B2B, User Experience (UX), Paid Social, WordPress, Drupal, Magento, HTML, Javascript, Adobe Creative Cloud, Canva, ChatGPT, Agile, Jira, Confluence, Sharepoint. EoS, Traction

**Certifications**

Google Analytics - Google

Advanced Google Analytics 4 - LinkedIn

Google AdWords - Google

SEO Certification - SEMRush

Search Marketing Mastery - Digital Marketer

Inbound Marketing - HubSpot Academy

Certified Optimization Specialist - Digital Marketer

Certified SEO Professional – BrightEdge

SEO Certification - HubSpot

Generative AI - Microsoft & LinkedIn

**Awards**

Internet Advertising Awards Judge - 2024

Web Marketing Awards Finalist Judge - 2019-2020

DNN Awards Judge - 2019

DNN MVP - 2016