

# Jeff Riddall

## Digital Marketing Growth Strategist

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### Jeff Riddall

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### Core Competencies

Senior Growth Marketing Strategist with 20+ years of experience driving business results through data-driven analysis, campaign development and customer-centric initiatives. Specialization in SEO, content marketing and web analytics.

#### STRATEGIC GROWTH MARKETER

- Delivered strategic, data-driven digital marketing consulting to key global B2B/B2C and smaller local clients.
- Developed custom integrated digital marketing programs and campaigns to consistently meet specific customer business goals and deliver revenue growth.
- Conducted exhaustive competitive analysis of keywords, content, SEO and social media activities to guide effective, strategic marketing strategies.
- Gained a high level of proficiency with several digital marketing platforms including Google Analytics, Google Search Console, Semrush, Ahrefs and AgencyAnalytics, among others.

#### DIGITAL MARKETING LEADER

- Led commercialization of multiple and new, innovative value creation marketing and analytics technologies via the lens of a digital marketer.
- Prepared and conducted analyst briefings, published SEO and content marketing thought leadership articles and delivered value-added internal and partner-led webinars to support software business development, demand generation and revenue growth.

#### MARKETING PROCESS ACCELERATOR

- Designed and led the development of SaaS content marketing, SEO and analytics software for in-house brand and agency digital marketing teams.
- Analyzed and optimized marketing processes and workflows for improved efficiency, deliverables and time/cost savings.

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## Experience

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### OneLocal / Senior Product Manager

October 2021-February 2024

- Guided and mentored a product team consisting of business analysts and designers within a broader platform development team.
- Crafted innovative functional product requirements and designs.
- Spearheaded a Client Product Advisory Council and gathered client feedback and validation on product roadmap items.
- Created and distributed internal software release notes and client-facing updates.
- Contributed domain expertise with respect to local SEO, web presence optimization, content marketing and web analytics best practices to guide roadmap development.

### OneLocal / SEO Team Lead

November 2022 - August 2023

- Managed a team of two SEO Specialists and three SEO freelancers on the delivery of SEO services to small, local businesses within a broader digital marketing services offering.
- Developed and implemented SEO best practice-led processes and documentation for keyword research, on-site/content optimization, internal/external linking, listings management, web presence auditing and web analytics implementation.
- Contributed local SEO thought leadership and training to internal Site, Content, Client Success, Sales and Marketing teams as well as leading digital marketing publications (e.g. Search Engine Journal, UnMiss Podcast)
- Met with clients and client success managers on an ad hoc basis to review performance, strategy and tactical implementation.

### gShift-Mintent / VP Product and Customer Success

October 2018 - Present, Barrie, ON

- Collaborated with CTO and other internal stakeholders to prioritize roadmaps of four products - SEO, Content Analytics, Content Marketing and Content Intelligence platforms.
- Implemented a customer-first approach to product definition and development against defined success metrics.
- Established and managed a Customer Product Advisory Council to meet, review and prioritize global product roadmap.
- Launched a robust configurable data dashboard solution to streamline the delivery and visualization of keyword, content, competitive and analytics data increasing engagement by 150+%.
- Vetted and led the integration of an acquired 3rd party website auditing technology, which contributed to 100% increase in product adoption.
- Led integration of content analytics solution into a core content marketing platform, improving user retention by 75+%
- Created and delivered all product release communications.
- Guided all product-related marketing and sales content.
- Crafted investor strategy and pitch presentations.
- Collaborated with the digital marketing services team on digital strategies for key customers.
- Published and delivered SEO, content marketing and analytics thought leadership content via leading industry publications..

## **gShift / Customer Success Manager**

January 2011 - July 2014, Barrie, ON

- Built foundation for and led Customer Success team
- Lowered churn by 50+% via development and delivery of customer onboarding and product support programs
- Developed and delivered digital growth marketing services (i.e. SEO, content marketing, PPC, social media management) to support software customers, as needed

## **Ektron / Regional Sales Manager, Canada**

December 2009 - September 2010, Markham, ON

- Grew existing licensed Web content management software customer base by 100% via upsell/cross sell tactics.
- Developed new customer opportunities via cold calling and prospecting to marketing qualified leads.
- Consulted with customers and prescribed appropriate web content management/digital marketing solutions via detailed functional/technical proposals.
- Prepared detailed public and private sector RFP responses.
- Conducted online demos.

## **Hot Banana - Lyris / Sales Executive**

January 2011 - July 2014, Barrie, ON

- Developed and managed go to market and sales strategy for startup licensed/SaaS web content management software and related services.
- Grew web content management software and services customer base by 200+%.
- Consistently exceeded licensed, SaaS and digital services sales quotas.
- Prepared detailed public and private sector RFP responses.
- Implemented a documented sales process.
- Built and managed an inside sales team.
- Collaborated on design and creation of marketing and sales collateral.
- Developed investor strategy and pitch presentations.
- Conducted external demos and thought leadership webinars.

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## **Education**

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### **Carleton University / Bachelor of Journalism**

September 1987 - April 1991, Ottawa, ON

High Honours in Journalism and Political Science

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## **Affiliations / Accomplishments**

- VIP Contributor to Search Engine Journal since 2020 - <https://www.searchenginejournal.com/author/jeff-riddall/>
- Piloting AI Certification - Marketing AI Institute - Feb 2024
- Georgian College Business Advisory Board Member - 2012-20
- CIBC Run for the Cure - \$9k+ raised for breast cancer initiatives since 2016
- Movember - \$14k+ raised for men's health initiatives since 2008