

# Justin C. Russell

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## Education

Saint Joseph's University, Philadelphia PA

- Bachelor of Arts in Communications Studies and English
- Advertising and Promotions Minor

May 2017

Saint Joseph's Prep, Philadelphia, PA

## Work Experience

**Founder, Owner, Chief Operating Officer:** Ranked.Legal, Media, PA

October 2020 - Present

- Built luxury SEO service for law firms, operating with ten clients and \$32,000 MRR at its peak
  - Clients included: largest workers compensation firm in Pennsylvania, large personal injury firm in Baltimore, largest lemon law attorney in Pennsylvania
  - Drove up to 20:1 returns with local and content strategy
  - Boosting site traffic by more than 500% with content strategy
  - Created Standard Operating Procedures for agency operations
  - Managed team of 6 contractors to fulfill and execute roles
  - Executed top down client strategy for each client

**Client Experience Specialist:** SEOM Interactive, Feasterville-Trevoze, PA

September 2019 - October 2020

- Acts as the primary point of contact for clients transitioning to new or more services within SEOM.
- Workshops and optimizes client facing company operations.
- Customizes new proposals outlining SEO strategies for potential clients.

**SEO Specialist:** SEOM Interactive, Feasterville-Trevoze, PA

September 2017-October 2020

- Spearheaded campaign to integrate email marketing into SEOM Interactive's service offerings.
- Drives lead generation and manages the digital presence of several online retailers by utilizing SEO tactics such as page generation, link building, and site optimization.
- Reports to clients on a monthly basis with relevant KPI metrics via Google Data Studio.

**Social Media Strategist:** Proscia, Philadelphia, PA

October 2017-January 2018

- Produces weekly Twitter and LinkedIn schedules in cooperation with Proscia marketing team.

**Marketing Coordinator:** AMDG Exterior Contracting, Springfield, PA

October 2015-August 2017

- Negotiated contracts between company and potential advertisers.
- Planned and organized two public relations campaigns: "\$25,000 Home Makeover" and "No Roof Left Behind."
- Grew Facebook pages Likes by 100% in first three months, 270% upon leaving the position.

**Event Marketing Intern:** Sprinklr, New York, NY

June 2016-August 2016

- Established specialized company event infrastructure for 3<sup>rd</sup> Party events and executive dinners.
- Renewed internal company marketing web pages in order to streamline communication between departments.

**Group Events Intern:** Comcast Spectacor, Philadelphia, PA

January 2016-May 2016

- Assisted in management of all larger Spectacor Ticket accounts such as Girl Scout Troops, Little League Hockey teams etc

**Market Research Intern:** MSI International East, King of Prussia, PA

June-August 2015

- Ensured quality of data for client studies. Clients include CitiBank, Toyota, and Comcast.
- Organized meetings with potential company contributors.
- Work alongside fifteen students to perform on campus throughout the year.

## Skills

- Moz, SEM-Rush, AHREFS, Screaming Frog, Google Advanced Analytics Certified, Google Data Studio CSS, HTML, Hootsuite certified, Facebook advertising, Twitter advertising, Adobe Suite, Salesforce, Wordpress, Mailchimp, Emma