



KEITH KLAMER

Digital Marketing Strategist/Consultant

keithklamer@gmail.com
314-737-2547

SENIOR LEVEL DIGITAL MARKETING
EXPERT WITH 14+ YEARS EXPERIENCE

"Keith exhibits a customer-obsessed mindset. He assisted me in saving a high-value client who wanted to decrease their budget. At the end of the meeting, Keith had convinced the client to *increase* their PPC budget by \$2000/mo."

**Bob Metz, Client Development
Consultant, Thomson Reuters**

"Keith was my partner at our former SEO company in 2008. He was superb at explaining the value of SEO and Google ads to small business owners still doubtful of the business value of the internet."

**Michael Richards, Digital Marketing
Strategist, Rafter One.**

"Due to staffing challenges in 2021, Keith took on a great volume of new clients in a short period of time. He did this with a positive, willing-to-help, no complaints attitude. He then applied his great skills and experience to retain clients at the highest level."

**Chris John, Team Lead, Thomson
Reuters**

CURRENT POSITION

Digital Marketing Strategist, Thomson Reuters, FindLaw Division
February 2015 – Present

Highly experienced, remote-based, digital marketing professional (SEO, SEM) who has a strong content marketing (web writing) background, as well. Google Ads Certified, Microsoft Ads Certified, Facebook Ads Certified. Proficient in WordPress, digital footprint (website, local directories, social media/ social media marketing and paid search for attorneys across the country. Strong customer-facing skills with 22 clients currently.

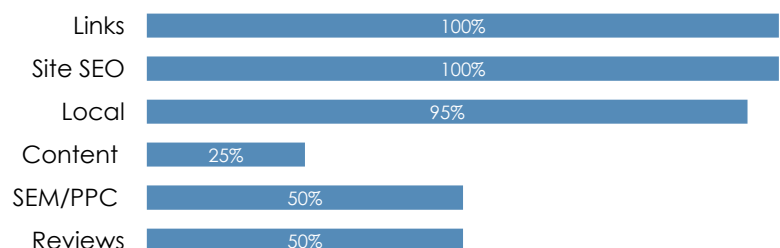
- Strategize, organize and execute digital marketing campaigns for 20-30 small law firms.
- Over 90% client retention rate, YOY
- 30% client budget increase, YOY

SIDE GIG (MY PERSONAL DIGITAL MARKETING LLC)

Digital Marketing Consultant/Strategist, Net-Ahead
February 2008 – Present

- Consult with small businesses on digital marketing
- 2-3 clients currently
- AdvanTech Plastics has been my client since 2008

SKILLS APPLICATION ON A TYPICAL DAY





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"Keith and his Net-Ahead company have been our digital marketing partner for over 14 years. Our website was one of the first WordPress sites in the country. He keeps us ahead of the curve."

Al Zoller, President, Advantech Plastics

"Keith handles SEO/Google Paid Search and Facebook Advertising for my SMB clients in the HVAC industry as well as for several non-profits. He is fast, conscientious and reasonably priced."

Renee Kennison, Owner, The Concept Shop

OFF-LINE MARKETING/ADVERTISING

Senior Copywriter, Draft Worldwide, Chicago

February 1998 – 2003

- Produced creative concepts and campaigns for direct mail campaigns, radio/TV spots and general advertising.
- **Clients:** Sprint, Stamps.com and British Airways

Senior Copywriter, J. Walter Thompson, Chicago

February 1998 – 2003

- Produced creative concepts and campaigns for direct mail campaigns, radio/TV spots and general advertising.
- **Clients:** Kraft Foods, Schneider Trucking

JOURNALISM CAREER

Daily Newspaper Columnist, St. Louis Sun

Sept. 1989 – April 1990

- "People" columnist
- Interviewed politicians, athletes, other celebrities
- Paper folded after seven months due to junk bond crisis

Contributor, St Louis Business Journal

- General business stories
- Interviewed business leaders

Staff Writer, St. Louis Weekly

Sept. 1985 – April 1989

- Feature writer

EDUCATION

Lindenwood University, MBA

University of Missouri, Bachelor of Journalism in Radio/TV