

Scot Robnett

Digital Marketing / Digital Project Management /
Front-End Web Development / SEO / AI



Personal Info

Location

Bartlett, IL / Remote

Phone

+1.888.375.5686

Email

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LinkedIn

<https://www.linkedin.com/in/scot-robnett/>



Skills

SEO, PPC

Analytics & Dashboards

Content Strategy

Copywriting

HTML / CSS

Social & Email Marketing

AI / Prompt Engineering

Photoshop, Audio/Video Editing

Team Leadership / Management



Software

Google Analytics



Google Search Console



Ahrefs



WordPress



Screaming Frog



GPT-4 / Claude 3 / Gemini / Perplexity



Experience

10/2022-
08/2023

Online Marketing Analyst, CME Group (Contract)

Chicago, IL

- Manage daily website updates on cmegroup.com and other sites using various methods using content management systems components to editing plain HTML/CSS.
- Take design/content/technical direction for new/existing page updates and see it through to implementation
- Ensure timely communication and delivery of web updates
- Identify issues with web content and provide feedback for site enhancements
- Troubleshoot website issues and provide details for escalations as necessary
- Deliver excellent communication and customer service through tickets
- Assist in on-call rotation duties and coverage for website support
- Provide support to other content authors in the business as needed
- Perform site audits and web maintenance tasks
- Proficient in Adobe Experience Manager (AEM content management system), Workfront, AWS

10/2021-
Present

Founder, SDR Productions

Bartlett, IL

- Net improvement of +20 first page organic KWs per client
- 53% increase in booked appointments for local PPC clients
- Successfully implemented SEO updates for site migrations
- Secured high domain authority backlinks for several clients
- Coordinated copywriters, designers, developers, partners
- Worked with AI (GPT-4, Claude, Gemini, Perplexity, etc.) and custom chatbots

04/2021-
10/2021

Digital Producer Team Lead, Coalition Technologies

Culver City, CA (Remote)

- Managed a team of 5 Digital Producers
- Held monthly 1 on 1 meetings with Digital Producers
- Monitored all Digital Producer Basecamps, time tracking, KPIs
- Participated in Digital Producer client calls as required
- Created and led Digital Producer training sessions and post training modules to LMS
- Set initial new client strategies
- Performed all necessary management reporting
- Worked closely with the Director of Marketing - Lead Gen and CEO on both client-facing and in-house projects
- Maintained a small roster of accounts from previous Digital Producer role (some clients are sensitive about transitions)

11/2019-
04/2021

Digital Producer, Coalition Technologies

Culver City, CA (Remote)

- Responsible for over \$1 million of annual SEO, PPC, and paid social media management budget
- Integral contributor to client SEO strategies and manager of 20+ ongoing projects
- Completed Advanced Google Analytics and Google Analytics for Power Users Certificate Courses
- Completed 500+ internal company training modules

05/2016-
05/2019

Manager of Client Services, HospitalPORTAL / ComplyALIGN

Rolling Meadows, IL

- Created project management strategy and built customer project database
- Successfully implemented over 100 projects of varying sizes and complexity
- Maintained a 99% customer satisfaction rating
- Consistently completed projects on time and on (frequently under) budget
- Completed additional projects, for example two support site redesigns, technical documentation, process improvements and more

06/2011-
11/2015

Director of Interactive Services, Imprint Enterprises

Aurora, IL

- Managed a team of marketers and developers
- Brought 50 primary keywords to page 1 and page 2 of Google SERPs and enhanced company lead generation 25%
- Drove the implementation of a "line jumping" application and ran project beta with major sports entertainment venue
- Coordinated and participated in building the organization's first e-commerce website from concept to launch, resulting in a 12% increase in online sales in the second year and 23% in the third year
- Set direction and coordinated marketing efforts, including SEO, PPC, email marketing, social media, and marketing automation

04/2008-
06/2011

Sales Manager, DreamCo Design

West Dundee, IL

- Managed a team of salespeople
- Increased company sales revenue by 12% in the first year and 20% in the second year
- Closed a dozen high-ticket (\$15,000+) projects
- Wrote detailed quotes and comprehensive scopes of work
- Provided project management assistance
- Worked on copywriting, SEO, and other marketing projects



References

Please contact me at scot.robnett@sdrproductions.com for the contact information of these three references. This information is obscured in public for their privacy.