Peter Kimmich

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Summary | Creative, detail-oriented and results-driven digital marketer with corporate, management and consulting experience. Fifteen-plus years in content marketing, driving lead generation, customer acquisition and brand growth. Background in journalism and online media. Envisions and develops compelling digital marketing funnels that build audience rapport, engagement, brand affinity and trust.

Experience | Confidence Marketing – Founder, Owner (Thousand Oaks, CA) 2014 – Present

- As an independent contractor, oversees online presence and customer acquisition for small businesses, including content management for web, email, blog posts, social media posts and digital assets
- Manages PPC campaigns though Google, Bing, Facebook and other platforms, improving client lead flow by as much as 50%
- Uses data analysis and landing page optimization to improve lead conversion by as much as 40%
- Establishes and maintains active presence across social media such as Facebook, X, Instagram and Reddit, keeping brand community in close contact
- Uses analytics, financial data, and customer and prospect feedback to make informed recommendations on marketing decisions
- Utilizes PR channels to reach offline audiences, spreading brand awareness and potential market reach

EngineerJobs.com – Digital Marketing Manager (Los Angeles, CA) 2013 – 2014



- Grew customer base 10% over six months through content development, management and promotion for a specialized career website
- Created 100%+ spikes in user engagement through viral content, online interaction and community rapport building events
- Improved on-site conversion by 15% through conversion rate optimization techniques

ESN Interactive – Digital Marketing Manager (Hollywood, CA) 2012 – 2013

- Oversaw organic search revenue, content production and lead volume for over 45 lead-generating properties, blogs and informational sites
- Analyzed performance data to pinpoint and address issues with organic traffic, bringing Web properties from 3rd and 4th-page Google ranking to page 1 within first month
- Led content team to reconfigure content across lowest-performing web properties to improve organic acquisition by 15% in first six months

Zynx Health – Digital Marketing Specialist (Westwood, CA) 2011 – 2012



- Collaborated with cross-functional teams to develop and manage multi-channel online presence, including digital content, sales team assets, email outreach, social media and paid search
- Oversaw development of client-facing portal from concept to launch, driving client engagement and brand authority
- Coordinated with team leads to establish and manage social media presence through Twitter and Facebook, increasing prospect engagement by 20%
- Worked with events team to streamline ticket sales for annual conference, improving attendance by 15%
- Doubled PPC CTRs while reducing cost per click by over 20% within four weeks

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Experience | ESN Interactive – Web Marketing Coordinator (Hollywood, CA) 2008 – 2011



- Oversaw content creation and SEO across 30+ lead generating properties, blogs and informational sites, improving organic traffic by over 40%
- Managed 15 channel-specific email marketing campaigns, creating 10% improvement in CTR
- Brought organic search revenue from minimal to around 20% of revenue in first year
- Used A/B testing to increase landing page and email conversion by up to 40%
- Collaborated with design team to develop brand materials that helped increase client base by 5% in 4 weeks

Yahoo! Search Marketing – Content Review Editor (Burbank, CA) 2005 – 2008

- Generated SEM traffic for local business accounts by developing custom, targeted PPC campaigns, ad copy and PPC pricing structures
- Optimized ad performance for hundreds of high-profile accounts through copy development and keyword research

Education | MBA, Marketing – CSU, Los Angeles – 2014

BA, Journalism – CSU, Chico – 2003