

ANDREW ZIOLA

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Digital Marketing Professional

A dedicated technical marketer and webmaster with 20+ years of experience in web development and digital marketing. Specialize in responsive, optimized, usable designs that lift brand and obtain targeted leads with marketing automation and analytics. Numerous successes with significant website traffic gains and increased followers. Areas of expertise:

- Content Management
- Online Customer Acquisition
- Responsive Design
- Mobile Apps
- Marketing Automation
- User Experience
- Email Marketing
- Branding

Technical skills: WordPress, Kentico, HTML/CSS, SEO/SEM, SharePoint, Photoshop, PHP/ASP, Google Analytics, Social Media Campaigns, E-Commerce, Video, Podcasts.

PROFESSIONAL EXPERIENCE

IRI, Chicago, IL

11/2008 – Present

Digital Marketing Director

Acted as sole digital marketing lead. Managed international website platform, U.S. website, marketing automation, SharePoint sites, mobile apps, email campaigns, customer extranets, SEO, podcast/video production, and social media, from user experience to design, development, production, and infrastructure.

- Improved relevant website traffic with technical SEO overhaul yielding a 42% increase in ranked keywords in 2020 (excluding COVID) and 1.5 million unique visits a year.
- Identified and implemented a marketing automation system that added 26% new opt-in email accounts in one year and tripled the subscribers.
- Saved weeks of work annually on future website updates by consolidating international website platform with complete infrastructure and web redesign.
- Doubled Global intranet traffic in two years by hosting all sites on SharePoint.
- Grew LinkedIn followers 100% per year and yielded average engagement rates to 2.7% by implementing a social media content strategy.

LEAPFROG ONLINE, Evanston, IL

06/2005 – 11/2008

Web Producer

Designed, coded, and maintained over 12 e-commerce and content-heavy websites. Search Engine Optimization for organic search and paid search traffic. Managed web hosting, email, databases, domain names, forums, and content management system. Oversaw website customer service, multivariate testing, and advertising networks. Online customer acquisition for financial products, cable services, and the automotive industry.

- Organic web traffic of content website up 1100% and sales up 300%.
- Consumer website orders quadrupled in one year.
- Product take rates between 10%.

FOCAL/BROADWING, Chicago, IL

06/1999 – 02/2005

Manager of Web Applications, Marketing

Developed, built, and managed company Internet, intranet, extranet, and commerce sites from development to production, administration, and maintenance. Managed the Web team.

EDUCATION

Bachelor of Business Administration, Marquette University, Milwaukee, WI

AWARDS & ACTIVITIES

Six-time winner of IRI's Make it Happen Award
Park District Community Softball, Coach
COVID Vaccination Scheduling, Founder & Lead