

Eryck Dzotsi

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Digital Marketing leader with 9+ years of Digital Marketing Strategy experience in SEO and Social Media (B2B, B2C)

Dynamic and Innovative Marketer with progressive digital marketing and business development expertise who has demonstrated the ability to plan and organize multiple Agile projects effectively, and lead cross-functional teams to a successful and timely delivery in highly competitive and fast-paced industries managing a \$6.5 Million portfolio.

Employment History

Director of SEO

Merkle Inc., Columbia MD, 06/2013 – Present

Responsible for inspiring, leading and delivering Organic Search services. Acts as the senior leader for Fortune 500 clients. Has driven 35% growth on behalf of the agency

- Manage and grow large, complex, strategic accounts, ensuring Organic search performance and growth for clients such as Comcast, Office Depot, United Airlines, USAA, Kimpton Hotels, MetLife etc...
- Grew and managed SEO department from 3 to 18 team members
- Exceeded key client's annual SEO goals and achieved +45% (3 years in a row) year over year growth in revenue for Comcast Residential
- Developed and implemented the Website migration strategy to consolidate OfficeMax into Office Depot
- Developed the strategy for the Time Warner Cable website merger with Comcast
- Remained fully engaged and successful with accounts in managerial role while acting in leadership role to clients within expanding roster
- Responsible for maintaining a clear understanding of contractual guidelines and business requirements, monitored and ensured adherence to services and profitability models
- Refined/Developed new methodologies and work practices that improve the agency's – and clients' -- performance and profitability

SEO Account Manager

IMPAQT, a Merkle Company, Pittsburgh, 03/2011 – May 2013

Responsible for successfully managing Organic Search campaigns for enterprise level clients; delivering thought leading SEO strategy and consulting.

- Managed the Largest client account of the Agency successfully, while managing one other account, and consulting on many others
- Internal cross-business unit go-to guy for Organic crisis resolution
- Help the Clients achieve and maintain top search rankings in very competitive markets
- Grew one client's Organic performance 229% year over year
- Successfully lead SEO efforts on 3 enterprise level web migrations and 3 new site launches
- Received Nominated for 2011 Merkle Awards for Innovation
- Praised for Commitment to Vision, Passion, Smart (Intellect), and Sense of Urgency
- Maintained a 10 Net Promoter Score (NPS) over client's life of relationship

Web Visibility Manager

Compass Knowledge Group, Orlando, 10/2008 – 03/2011

Responsible for creating and implementing the strategic plans for Search Engine Optimization and Social Media of clients' (non-profit universities) web assets, while leading the training of Marketing Managers into the adoption and implementation of industry best practices.

- Worked with Marketing Manager to leverage an industry blog into a social media campaign; resulted in a 49% conversion rate campaign
- Influenced internal and external stakeholders towards the adoption of social media efforts, reshaping the company lead acquisition paradigm
- Created the Website launch quality control processes, and participated in the company's Quality Assurance policy development
- Proposed and supported in the selection the new company CMS, and worked with the IT department for implementation
- Assessed external vendor's ROI for the company and helped implement an in-house alternative, saving the company \$37% monthly

Business Development and Marketing Programs Manager

Qomlavy Networks llc, Melbourne, FL 04/2005 –09/2008

Responsible for all consulting works pertaining to marketing and business development for small businesses located primarily in Florida.

- Developed SEO and Social Media strategies for Presidential Campaigns of two African Presidents
- Helped local tax services company deal with search engine public relations issues
- Developed branding strategies for local companies and created collateral such as logo, business cards, website, and social media
- Provided product launches and service roll-outs consulting to local marketing agencies and IT firms

Marketing Programs Manager

Innovative Routines International (CoSort), Melbourne, FL 06/2006 – 12/2007

Responsible for all direct/indirect marketing campaigns, both online and offline, while working with the Vice President of Business Development to support the general strategic direction of the business

- Planned and implemented Search Engine Optimization; increased website visits by 63%, search engine traffic by 166%.
- Built up and managed online programs for partner benefit agreements; increased company visibility by 74% in unique visitors.
- Overhauled Google Adwords, Analytics and online advertising; lowered lead costs by 48% and increased traffic quality
- Managed in house public relations efforts, and acted as liaison to PR agencies, and media partners

Education

Bachelor of Science in Management Information Systems (MIS)

Florida Institute of Technology, Melbourne, FL, December 2005

Bachelor of Science in Business Administration

Florida Institute of Technology, Melbourne, FL, December 2005

- Florida Tech Crimson: Writer, Columnist, Entertainment Reviewer
- Association of Information Management: Vice President
- African Student Organization: Public Relations Officer
- Society for the Advancement of Management: Team Leader in International Business Competition - 2nd Place

Publishing

Business Author

The Remote Worker's Guide to Excellence

- #3 Best Selling Book in Telecommuting on Amazon.com
- #13 in Amazon Hot New Releases in Business & Investing Reference - December 2012
- #4 in Amazon Hot New Releases in Education - December 2012