

Ryan Collins

Digital Marketing Specialist

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SKILLS

- **Google Ads & PPC**

Managed high-performing campaigns across industries, optimizing for maximum ROI.

- **WordPress (Elementor Expert)**

Designed and optimized responsive, lead-generating websites.

- **SEO & Local Optimization**

Experienced in on-page and off-page SEO, local SEO strategies, and driving organic traffic growth through effective keyword targeting.

- **Data Analysis: Google Analytics 4, Tag Manager**

Proficient in tracking and analyzing data, setting up advanced Google Tag Manager configurations, and leveraging insights for campaign optimization.

- **Sales And Lead Generation**

Proven ability to generate and convert leads through direct outreach, cold calling, and relationship-building strategies to drive revenue growth.

- **Negotiation & Closing**

Skilled in handling objections, building value, and closing deals efficiently in high-pressure sales environments.

- **B2B & B2C Sales**

Experience selling directly to both businesses and consumers, adapting sales techniques to different industries and client needs.

- **Client Relationship Management**

Strong client retention and relationship-building skills.

EXPERIENCE

X Agency, Lynnfield, MA – *SEM Account Manager*

July 2022 – PRESENT

- Managed and optimized Google Ads accounts, building campaigns and strategies to meet client objectives and achieve measurable ROI.
- Set up and managed Google Tag Manager and GA4 Analytics to track performance metrics and provide actionable insights.
- Executed SEO strategies, including on-page optimization, keyword research, and local SEO tactics to improve search rankings and drive organic growth.
- Designed and maintained WordPress websites using Elementor, focusing on responsive design and lead generation for client success.
- Oversaw digital marketing budgets and performance across multiple platforms, ensuring alignment with client goals.

Boundless Inc., Marlborough, MA – *Door To Door Sales*

Dec. 2020 – Mar 2022

- Conducted direct sales and lead generation through face-to-face interactions with potential customers.
- Developed persuasive sales pitches and overcame objections to close deals effectively.
- Maintained detailed records of sales activities and customer interactions to track performance.
- Built strong communication and interpersonal skills by engaging

with diverse audiences daily.

- Consistently exceeded sales targets through strong negotiation and customer engagement.
- Gained hands-on experience in high-pressure sales environments, improving negotiation and problem-solving skills.

Digital Marketer & Web Designer - *Freelance*

Oct 2024 - PRESENT

- Designed and developed WordPress websites for local businesses.
- Managed Google Ads campaigns to drive targeted leads.
- Implemented SEO strategies to improve search rankings.
- Provided digital marketing solutions to enhance online visibility.

EDUCATION

Wilmington High School, Wilmington, MA - *Diploma*

August 2015 - June 2019

Focused on business, marketing, and digital tools.