

# Dave Thomas

1602 B Monticello Road Charlottesville, VA 22902 | 724.987.2838 | dkthomas11@gmail.com

---

## Experience

2014 - 2018

### **Merkle, Rimm-Kaufman Group**

#### **Associate Account Manager, Senior SEO Specialist, SEO Specialist**

*Digital Marketing agency specializing in SEO, paid search, display, and social media*

- Managed the client relationship for 1 Fortune 500 company and 3 ecommerce accounts
- Supported 10 additional accounts in ecommerce, hospitality, health, and security fields
- Improved seasonal category pages' organic sessions by 36%, revenue by 51%, total keywords by 125%, and 1<sup>st</sup> page keywords by 259% for an ecommerce client over 1 yr
- Led the SEO Digital Bowl team for 3 yrs resulting in a Super Bowl advertiser engagement:
  - Co-wrote a blog post with the Paid Search lead: <http://bit.ly/digital-bowl-blog>
  - Co-wrote and edited the SEO sections of the report: <http://bit.ly/digital-bowl>
  - Presented the SEO results in a webinar: <http://bit.ly/digital-bowl-webinar>
- Mentored new hires and participated in Excel and Hive Database task forces
- Developed visual client reporting templates that are used department-wide
- Led department and new hire trainings on structured data, mobile, reporting, and content
- Owned Mobile SEO documentation and helped to develop the Mobile Best Practices
- Co-wrote the whitepaper on the Mobile-First Index: <http://bit.ly/mobile-first-guide>

2011 - 2014

### **Vibethink**

#### **Product Owner, Marketing Strategist**

*Start-up agency specializing in marketing, design, and web development*

- Led teams of 2-5 marketers, designers, and developers on 8 client accounts
- Ran marketing and advertising campaigns for 16 different clients
- Generated an 85% increase in qualified leads for solar installer; 4 deals closed in 3 mo
- Improved local SEO for digital marketing, design, and development agency searches
- Designed and developed email templates, advertising graphics, and landing pages
- Managed all media buying for digital, print, television, and radio advertising

---

## Education

2007 - 2011

### **The College of William & Mary, Mason School of Business**

*Bachelor of Business Administration in Marketing, Music Double Major, May 2011*

GPA: 3.39 / 4.00

- Developed campaigns and market research for PPSEV and Chesapeake Bay Foundation
- Led Cleftomaniacs a capella group and Wind Symphony as Director and Principal Horn

---

## Achievements

- Silver Stevie Winner: Branded Content Campaign of the Year 2016 (Digital Bowl Report)
- 1<sup>st</sup> Ever Merkle Cool Sh\*t Award Winner 2016 (Digital Bowl Report)
- UVA McIntire School of Commerce Guest Speaker
- Valedictorian and Eagle Scout Award

---

## Skills

HTML, CSS, Omniture & Google Analytics, Google Search Console & Adwords, BrightEdge, Pixelmator