

JEREMY RALSTON

DIGITAL MARKETING

CONTACT

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SKILLS

System Integration: Demonstrated ability in integrating disparate systems to streamline workflows and improve data consistency across platforms.

Process Automation: Proven track record of automating manual processes, leading to significant time savings and increased efficiency.

Analytical Thinking: Strong analytical skills, with a knack for dissecting complex data and deriving actionable insights to inform strategy and decision-making.

Project Management: Effective project management capabilities, with experience leading projects that cross traditional department boundaries.

Communication: Adept at translating technical concepts into understandable terms for non-technical stakeholders.

EDUCATION

Associate of Science in Business Administration
(In Progress)

Bucks County Community College, Newtown, PA

2018-Present

Credits Earned: 50 (Pursuing degree on a part-time basis, one class per semester)
Current GPA: 3.85

PROFILE

Dynamic professional with a rich background in marketing and a robust passion for leveraging technology to enhance efficiency and streamline operations. Boasting a proven track record in integrating systems and pioneering process automation within marketing environments, I exhibit a blend of strategic insight and technical proficiency. I am poised to drive innovation and contribute to your digital transformation initiatives.

WORK EXPERIENCE

Senior Digital Strategist, Digital Marketing Lead

The Thompson Organization, Doylestown, PA

2014-Present

- Spearheaded the integration of marketing platforms with CRM systems, optimizing customer engagement strategies and improving lead generation processes.
- Designed and implemented custom automation workflows, significantly reducing manual tasks and enhancing operational efficiency.
- Initiated and led a cross-departmental project to automate key marketing reports, resulting in a 40% reduction in reporting times.
- Championed the adoption of technology solutions, including preliminary use of Power Platform tools, to solve complex marketing challenges.

Web Development Team Lead & Digital Marketing Specialist

Sitecats Web Development, Doylestown, PA

2006-2014

- Led a dynamic team of up to six designers and developers, overseeing the end-to-end development of CMS websites tailored for local businesses.
- Conducted comprehensive training sessions for clients, enabling them to independently manage and update their websites, enhancing user autonomy and satisfaction.
- Managed cost-per-click (CPC) advertising campaigns for both the company and select clients, effectively boosting online visibility and engagement.
- Utilized Google Analytics to meticulously gather and analyze website traffic data, leveraging insights to optimize campaign performance and drive strategic decision-making.
- Fostered a collaborative team environment, encouraging innovation and ensuring projects were delivered on time, within budget, and to the highest quality standards.

PERSONAL ATTRIBUTES

Innovative Thinker: Naturally inclined towards innovation, always exploring new ways to leverage technology for business improvement.

Versatile: Highly adaptable, quickly mastering new technologies and methodologies to address evolving business needs.

Collaborative: Strong team player, experienced in working with multidisciplinary teams and company management to achieve project objectives and drive forward collective success.