




# 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.