

RYAN CHILTON

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Website: ryanchilton.com.au

 /Ryanchilton

CERTIFICATIONS & SKILLS

- **Certificate 3 in Media:** Photography, Video, and Design: From Kingscliff TAFE (Technical and Further Education)
- **Hootsuite:** Hootsuite Social Marketing Certification and Hootsuite Platform Certification
- **Analytics:** Google Analytics Individual Qualification, Agency analytics
- **Social Media:** Facebook Ads, Instagram influencer marketing, Social media strategy and audit, traffic campaigns
- **Design:** Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Adobe Illustrator, Canva and Final Cut Pro
- **Microsoft Office Suite:** Word, PowerPoint, Excel, Access, and Outlook
- **Google:** Google Search Console, Data Studio, Tag Manager, Analytics, Google Business Profile
- **Web Design:** Content management systems (WordPress, Wix), HTML, CSS, Usability testing
- **Search Engine Optimization (SEO):** Keyword research, On-page SEO, SEMrush, Backlinking, Local SEO,
- **Affiliate Marketing:** UTM links, Amazon Associates
- **YouTube:** YouTube keyword research, YouTube SEO, Video content creation, Brand collaborations
- **Email Marketing:** Mailchimp

EDUCATION

Western Michigan University, Haworth College of Business

Kalamazoo, MI

Bachelor of Business Administration

Graduated: December 2020

Major: Digital Marketing & eCommerce

Cumulative GPA: 3.04/4.0 **Major GPA:** 3.56/4.0

Gold Level Graduate: From the Student Professional Readiness Series (SPuRS)

WMU Signature: Leadership

EXPERIENCE

Digital Surfer, SEO & Digital Marketing Specialist

Jan 2022 – Current

- Consult directly with clients to discuss goals and direction for their website & Search Engine Optimisation campaigns
- Conduct keyword and competitor research in order to identify key areas to focus on during campaigns
- Liaise with writers to obtain quality and unique content for website pages & blog articles while following a content plan
- Design and develop website pages using wordpress to implement new optimised content to the clients site
- Analyse data and create accurate reports within Agency Analytics to ensure relevant stats & rankings are being tracked
- Complete onpage optimisation, relevant internal and external linking ensuring to implement these to the site
- Establish and verify Google Business profile, adding clients correct details whilst fully optimising to increase local search traffic and rankings
- Perform ongoing site audits and maintenance to ensure clients SEO campaign remains current and fully optimised

Westpac Banking Corporation

Personal Banker

Jul 2021 – Jan 2022

- Provided personal advice to ensure customers expressed and unexpressed needs are met
- Assisted customers on simplifying their banking by using online and mobile banking
- Resolved difficult customer situations effectively while delivering professional customer service ensuring the highest level of customer satisfaction
- Proactively called existing clients to book future banking reviews to ensure they get the most from their banking
- Tracked and maintained KPI's using excel to develop personal and professional growth
- Assisted Bank Manager with daily administrative and operational tasks to support compliant branch protocol

Personal Banking Advisor

May 2021 – Jul 2021

- Maintained and completed daily reports and tasks while upholding strict financial controls
- Executed customer transactions, including deposits and withdrawals while managing large amounts of cash
- Provided administrative support to book appointments and refer customers to banking specialists and lenders
- Handled sensitive customer information via various systems while adhering to privacy protocols

Peek Consulting Group, Account Executive

Jan 2021 – Apr 2021

- Consulted directly with AT&T to conduct B2B sales for small to medium sized businesses
- Examined existing customers accounts checking current prices and promotions to increase customer satisfaction
- Conducted Interviews in the recruiting process in order to onboard new account managers
- Trained and mentored new account managers to teach them product knowledge and sales strategies

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Zhang Career Center, WMU, Social Media Coordinator & Peer Educator

Oct 2019 – Dec 2020

- Developed and maintain a Social Media Strategy to track important KPI's in order to ensure goals are met
- Wrote posts for social media using Hootsuite to pre schedule posts to Instagram
- Scheduled appointments via email, phone, and in person to connect students with career specialists
- Critiqued fellow students resumes and provide feedback to help peers to build professional resumes

Mary Jo Lent Horticulturist LLC, Digital Marketing Consultant

Dec 2019 – July 2020

- Consulted with client in person to outline needs and goals to create a new website
- Designed and developed a responsive website using Wix (maryjolent.com)
- Provided ongoing support via email to ensure website remains updated and current

AWARDS

- **Diether H. Haenicke Scholarship**, Western Michigan University
- **Inline Hockey Sports Scholarship**, Bethel University

Aug 2018 – Dec 2020

Aug 2016 – May 2018

LEADERSHIP & VOLUNTEERING

Alumni Member of Sigma Chi Fraternity, Zeta Nu Chapter

Oct 2018 – Current

- Coached a Sorority in Sigma Chi's Derby Days charity event to raise money for The Huntsman Cancer Institute
- Participated in a number of other philanthropic events including for Make-A-Wish

President of the WMU Club Roller Hockey Team

Aug 2019 – Dec 2020

- Coordinated the club's social media through Instagram to promote and recruit
- Managed the club's finances through Excel with budgets of over **\$10,000**
- Organised the teams travel and accommodation for tournaments across the US
- Developed training programs and drills for team practices

Team Leader for the 2020 Digital Marketing Competition (The DMC)

Sep 2020 – Nov 2020

- Coordinated my team in order to develop and pitch our marketing strategy for a real-life client
- Created strategic paid and organic recommendations for both the client's social media and website
- Conducted primary and secondary research in order to identify and understand our ideal target markets
- Placed 7th in the international competition with over 85 competing teams

Marketing and Communications Volunteer at WeVote WMU

Sep 2020 – Nov 2020

- Created content for use on social media to promote voting to students on campus
- Provided support on voting day to direct students to the correct polling areas to make their votes

REFERENCES

Geralyn Heystek, Director of the Zhang Career Center – Western Michigan University

Professional Reference

Phone: +1 (269) 387 2759

Email: Geralyn.heystek@wmich.edu

Leanne McMahon, Previous owner of Epic Skate Rink

Professional/Personal Reference

Phone: 04 17063930

Email: leannemcmahon68@gmail.com

MORE REFERENCES AVAILABLE UPON REQUEST