

Alexander Pokorny

Digital Growth Marketer

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SUMMARY

An accomplished 13 year digital marketing veteran with advanced skills in SEO (search engine optimization), SEM (search engine marketing), digital campaign strategy, and leadership.

EXPERIENCE

3M, Maplewood MN - *Global SEO Manager*

OCTOBER 2016 - PRESENT

- Global head of search strategy for 3M
- Managed a cross-functional team of remote team members
- Negotiated for and created an technical SEO team
- Supported the launch of 87 full scale websites with unique translated content and over 100,000 URLs
- Reduced website URL count by 14M resulting in organic traffic increase
- Led strategic global SEO projects by building relationships across the company leading to consistently improved business KPIs.
- Successfully negotiated for \$1M contact with enterprise SEO tool, reducing costs by 121% globally
- Educated internal stakeholders on digital marketing best practices, SEO algorithm updates, and omnichannel strategic direction

Medtronic, Minneapolis MN - *Digital Marketing Strategist*

JUNE 2015 - OCTOBER 2016

- Created digital strategy, messaging, and targeting for campaign budgets of \$1 million+ USD
- Lead paid search strategist for 12+ accounts continually exceeding KPIs
- Presented web analytics reports to executives and internal product line owners
- Liaison with corporate teams and external agencies
- Partnered with internal teams; incl. social media, brand, quality assurance, legal, UX, PR, and web development
- Completed SEO on large scale website projects

- Administered the Google Ad Grant for the non-profit arm of Medtronic, tripling the grant dollar amount.

Linnihan Foy Advertising, Minneapolis MN - *Digital Strategist*

SEPTEMBER 2014 - JUNE 2015

- Created and designed the digital growth marketing strategy for agency B2B, B2C, D2C, and e-commerce clients
- Lead paid search advertiser/strategist for 26 accounts
- Reduced report creation time by 75%
- Interviewed and identified reporting needs, customizing reports to exceed client expectations
- Worked with various department teams, consultants, and outside companies
- Managed vendors for SEO toolstack

Vesperlex Digital, Saint Paul MN - *Owner*

JUNE 2012 - SEPTEMBER 2014

- Lead SEO for 57 websites with team of 6-12 employees
- Created sales flow, projections and hired contract employees
- Profitable within in first three months
- Created affiliate marketing websites for personal use and testing of organic search theories
- Worked in contractual, retainer, and direct relationships with customers, agencies, and external partners
- Managed timelines, processes, documentation, and expectations for clients

Three Deep Marketing, Saint Paul MN - *Interactive Marketing Strategist*

MAY 2010 - JUNE 2012

- Lead SEO for 30+ websites with team of 3 employees
- Trained three resources in basic SEO and linkbuilding
- Created, ran and optimized Facebook Advertising campaigns
- Lifetime CTR is four times industry average CTR
- Campaigns totaled over 500M impressions
- Created Google Analytics and AdWords reports for all clients
- Created YouTube channels, backgrounds, and VSEO.
- Performed keyword research (over 50k terms) for large scale websites with over 1,000 pages.
- Created and managed outsourced teams of 30+ personnel handling content creation, editing, and a additional data entry team
- Clients included retail, corporate, e-commerce, start up, and home improvement

Sun Country Airlines, Mendota Heights MN - *Marketing Intern*

NOVEMBER 2009 - MAY 2010

- Updated and organized data from Google Analytics accounts for the websites of Sun Country Airlines
- Revised Twitter account strategy and facilitated partnerships for social media
- Created Facebook advertisements for new targeted markets
- Worked with interdepartmental teams, consultants, and external partners
- Created a revised demographic (geo-location map) using simplistic data mining techniques, followed by presenting these new and entirely different conclusions about the locations of regular purchasers to the CMO of the company.

EDUCATION

University of St. Thomas, Saint Paul MN - *Bachelors of Arts in Business Administration, Marketing. Minor in Economics*

SEPTEMBER 2006 - DECEMBER 2009

SKILLS & SOFTWARE

Microsoft Office

Word, Excel, PowerPoint, Power BI, Outlook, SharePoint

Google Data Studio, Google Analytics

Adobe Analytics

Google Search Console (formerly Google Webmaster Tools)

Bing search console

Google Ads, Bing Ads, Facebook ads, Twitter ads

Screaming Frog, SEMRush, Conductor, Botify, SE Cockpit, BrightEdge, Moz, SimilarWeb, SE Ranking, Ahrefs, SpyFu, Yoast, Mural, JIRA, and many more.

AFFILIATIONS & CERTIFICATIONS

Member of 3M's Women's Leadership Forum (WLF)

Founding board member of the WLF's Men As Advocates group

Member of 3M BLAC employee resource group

Creator of the 3M Digital Strategists monthly speaker series

SCIT Housing Corp, LLC: Spring 2013-2020: Board Member

Certified Scrum Product Owner (CSPO)

Certified Scrum Master (CSM)

Toastmasters Twin Cities

MIMA

MNSearch

SEOMoz

Google Certifications:

Google Ads Search

Google Ads Display

Udemy Certifications:

HTML

PHP and MYSQL Basics

HTML5

VBA Macros for Excel

Python Basic
