

# Brian Hughes



Digital Marketing Manager  
SEO Manager

Houston, TX

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## Skills

- Internet Marketing
- SEO
- Google Analytics
- Web Analytics/KPI's
- Social Media Marketing
- Facebook Ads
- Twitter Ads
- LinkedIn Optimization
- LinkedIn Ads
- Google+ Marketing
- Brand Marketing
- Content Marketing
- Copywriting
- Blog Marketing
- Online Reputation Management
- Video Marketing

## Education

1999 to 2001 Pittsburgh, PA  
Community College of Allegheny County  
*Associates in Liberal Arts (Graphic Design)*

- Dean's List 2000
- Art work displayed in school gallery.

## Resources

Referrals furnished upon request

More work experience furnished upon request or go to my LinkedIn profile or [CLICK HERE for a PDF](#).

## Summary

Inspirational British leader Winston Churchill once said "Attitude is a little thing that makes a big difference." I take that optimistic approach to help get brands recognized and their sites ranked highly. You'll find I'm an Internet Marketing Expert, whose mission is to increase business awareness while driving up sales and improving customer engagement. As a result of running my own Digital Marketing Agency, I've gained the knowledge and experience it takes to manage every aspect of an online marketing campaign. This makes me a valuable asset to any team whether it be a client or an employer. I've been a regular contributor to Social Media Today since January 2014, where I write about helping small businesses be successful with their Internet and social media marketing objectives.

## Objective

Seeking to obtain the following Management positions; Digital Marketing, SEO, Social Media Marketing or Content marketing, where I can use my skills and experience to increase site traffic and search engine placement.

## Experience

June 2011 to present Integrity Marketing & Consulting Fort Lauderdale, FL

I founded Integrity Marketing & Consulting, which is a full service internet marketing agency. I'm responsible for creating the brand, the website, the web copy, the structure of the business, the services, the pricing, business development, and marketing as well as create and build vendor relationships.

- I'm responsible for managing the online marketing, SEO, social media, online branding, content marketing, email marketing, blogging and video marketing for a wide variety of clients. I've helped many clients recover from penalties implemented by Google. I've helped increase online brand awareness and helped solve online reputation issues.
- I've designed and developed websites on WordPress for many clients in a wide range of industries and continue to manage many of them. I've consulted web design and development teams to help fix SEO issues and increase conversion rates.
- I've accomplished over 1,000 first page results in Google and other search engines for a wide range of clients which has resulted in increased web traffic, leads and ROI. I've also achieved #1 rankings for 26+ keywords in Google, Yahoo and Bing for my own company. I generate leads through social media as well. *Ask me for proof.*
- You can find case studies here <http://www.integritymcseo.com/case-studies>

January 2014 to present Social Media Today New York, NY

I've been a regular contributor to Social Media Today since January 2014, where I write about helping small businesses be successful with their Internet and social media marketing objectives.

- See my published articles here <http://www.socialmediatoday.com/users/brian-hughes>

March 2014 to August 2014 FarFromBoring Promotions Boca Raton, FL

I was contracted by FarFromBoring Promotions to manage their Online Marketing and SEO. I conducted an SEO website audit to discover issues that may have been negatively affecting their SEO.

- I developed a plan to solve the issues and improve their online marketing efforts.
- I conducted keyword research along with industry research.
- I created and executed a strategy to fix and add all meta data, code issues, and any other technical on-page SEO issues.
- I formulated and executed a strategy that included content marketing, link building, social media marketing and video marketing.
- I consulted with their web design and development team to help find ways to increase their conversion rates and decrease their bounce rate.

December 2013 to May 2014 Rand Marketing Fort Lauderdale, FL

I was contracted by Rand Internet Marketing to assist them with their organic SEO, online branding, Google+ products and Twitter marketing. I conducted an SEO website audit to discover issues that may have been negatively affecting their SEO.

- I consulted with their web design and development team to help find ways to increase their conversion rates and decrease their bounce rate.
- I consulted with their customer relations manager, business development manager and president of the company and developed a strategy for new relevant content for their website. I also created the content.

For my complete work experience please visit my LinkedIn profile [linkedin.com/in/brianhughes116](https://www.linkedin.com/in/brianhughes116) or [CLICK HERE for a PDF](#).