

# Jack Thornburg

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## Who I Am:

Search Engine Optimizer · Social Media Analyst · Big Data Junkie · Healthy Skeptic

## Where I Studied:

Illinois Wesleyan University

Double Major: Business Marketing, Religious Studies

## What I Do:

SEO & Social Media Manager  
L2TMedia | Evanston, IL

Nov. 2012 – Present

- Manage day to day operations of eight SEO and Social Media Specialists
- Train new employees and provide ongoing education internally through weekly web conferences and quarterly company-wide meetings
- Oversee strategy for over 200 SEO clients, driving an average growth of 10% in organic traffic year over year
- Overhauled existing SEO department's Standard Operating Procedure, resulting in a 60% increase in efficiency per specialist
- Engineered, tested, and brought to market a Facebook Advertising offering while communicating its worth to our clientele
- Remodeled and clarified monthly SEO reporting to increase focus on key, actionable metrics

Senior Social Media and Reputation Management Specialist  
L2TMedia | Glenview, IL

Mar. 2012 – Nov. 2012

- Collaborated with SEO and Social Media Director to build proven social media and reputation management service offerings
- Developed client base of 30 for reputation management and 24 for social media in five months
- Oversaw, analyzed, and improved upon monthly reporting while conveying product success
- Formed overall product strategy and managed Social Media and Reputation Management Specialist

SEO Content Specialist  
L2TMedia | Glenview, IL

Mar. 2011 – Feb. 2012

- Analyzed organic growth opportunities for 26 SEO clients while communicating and defending the strength of our product through monthly reporting and client conferences
- Created optimized content (blog, article, PR) while adhering to brand specific guidelines
- Administered and edited over 600 pieces of monthly content and co-managed a team of 30 writers

Marketing-Strategic Planning Intern  
State Farm Insurance | Bloomington, IL

May 2010 – Aug. 2010

- Assisted in the development of the business-wide 2011 marketing acquisition plan
- Helped to coordinate the identification of marketing tactics while aligning with established strategic imperatives
- Participated in high-level discussions to integrate tactics between the marketing and agency departments

## Where I Excel:

### Conceptual

- Integrating online marketing channels
- Relating with and communicating complex or foreign ideas
- Learning quickly and adjusting strategies accordingly
- Recognizing room for improvement within internal procedures
- Leading and collaborating with others

### Concrete

- Building optimized Word Press websites
- Defining areas for organic growth through web analytics
- Creating effective spreadsheets

