

# NOAH CLAYTON

DIGITAL MARKETING  
SPECIALIST



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**TAYLOR UNIVERSITY, 2016 | UPLAND, IN**  
B.S. in Professional Writing with Marketing focus

## Corporate Experience

### AFFILIATE ACCOUNT MANAGER

Semrush | 2022 - 2024

- Provide personalized partner management via onboarding emails/ calls, optimization strategies, and incentives (Loyalty Program, monthly bonuses, etc.).
- Research new potential partners to outreach via keyword research, backlink analysis, and social media.
- Analyze performance to improve ROI and reduce CAC.

### AFFILIATE MARKETING MANAGER

C.H. Robinson: Freightquote | 2022

- Managed, onboarded, and negotiated contract terms with specialized partners.
- Attended networking events like ELEVATE Summit and Rakuten DealMaker to connect with potential partners.

### MARKETING ASSOCIATE

WorldTrips Travel Insurance | 2019 - 2022

- Managed WorldTrips' affiliate program and PPC campaigns.
- Established and managed Corporate Social Responsibility partnerships and campaigns.
- Create lead nurturing email automations via Hubspot

### DIGITAL MARKETING SPECIALIST

Author Solutions | 2017 - 2019

- Managed social media accounts and PPC campaigns
- Partnered with authors for events and conferences.
- Wrote landing pages and blogs to increase customer acquisition through paid and organic channels.

## Freelance

### PART-TIME MARKETING CONSULTANT

B2Barista (self-employed) | 2022 - 2024

- Create and execute digital marketing strategies for local businesses (PPC, copywriting, website management, social media, etc.)

## Tools

#### PPC, SOCIAL MEDIA, ANALYTICS

- Google Ads/ Analytics.
- Adobe Analytics
- Bing Ads
- Facebook Business Manager
- YouTube Studio

#### CMS & CRM

- WordPress
- Sitecore
- HubSpot
- ActiveCampaign

#### DESIGN

- Adobe Creative Suite
- Canva
- Davinci Resolve

#### SEO/ SEM

- Semrush
- Ahrefs
- BrightEdge
- DemandWell

#### AFFILIATE

- Impact
- CJ
- Rakuten

#### OTHER

- Microsoft Suite
- Trello
- Google Workspace
- Unbounce
- Slack
- Basecamp
- Monday

## Certifications

#### HUBSPOT

- Digital Marketing
- Marketing Software
- Email Marketing
- Growth-Driven Design

#### GOOGLE ADS

#### PERFORMANCE MARKETING MANAGER

- By Dustin Howes

## Digital Marketing Exp.

