

TRENT PARTRIDGE

My name is Trent Partridge. I am an experienced Digital Marketer, Social Media Marketer, SEO Certified, Content Marketer/Distributor and Consultant. I love what I do and enjoy doing it!

Client Management

Worked relationships with clients to render high quality service delivery and to maximize client satisfaction. Managed & presented to C-Level, Directors, Executives & Project Managers.

Clients

Have done work with UPN, Lennar Homes, MTV, Kerzner, Gen Arts, Soul Train Awards, Advantage Car Rental, Calvary Chapel Church, SproutLoud and many more.

Salesman

Was top 10 salesmen, top 5 in customer service and top 3 in least customer returns.

Author/Contributing Writer

I authored *"Internet Marketing for Music Artist, Models and Entertainers."* I was a contributing writer on Social Media for *"Be A Real Estate Heavyweight"* and a contributing writer for top Internet Marketer Bruce Clay's book *"Content Marketing Strategies for Professionals."*

Video Internet Marketing

Tops in field in Video SEO, Facebook Live, YouTube Live, Video Aggregation and creative Content Distribution.

Read my article

"Your Digital Marketing Campaign" Uggggh! <http://ow.ly/N9ciB>

My Social Media Accounts:

<https://twitter.com/trentpart> - 120,000 Followers

<https://www.facebook.com/trent.e.partridge> - 5,000 Likes

<https://plus.google.com/+TrentPartridge/posts> - 3,000 Followers

<http://klout.com/trentpart> - 59 Score

<https://www.linkedin.com/in/trentpartridge> - 8000 Connections

I have 25 additional Social Media Accounts. *I Take Social Media Seriously!*

I am a foster parent, youth mentor, community volunteer and basketball coach.

References:

Bryan Thompson - [757-713-0627](tel:757-713-0627) - bryan@imanifilms.com

Charles Amashta - [954-871-9108](tel:954-871-9108) - camashta@gmail.com

Michael Hannaway - [954-822-3431](tel:954-822-3431) - iamsacho@gmail.com

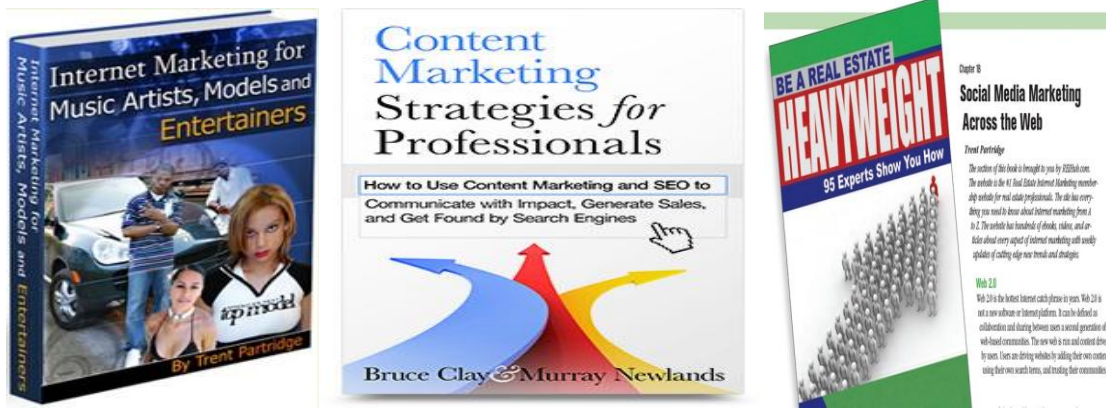
Regards,

Trent Partridge

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trentpart@gmail.com

TRENT PARTRIDGE



Speaker/VIP/Author

- **Speaker at Miami Web Fest** – Miami, Florida Digital Marketing 2018
 - **Speaker at Dollars and Sense** - Las Vegas, Nevada Social Media 2018
 - **Speaker at ISMS** - Atlanta, Georgia Social Media/Internet Marketing/SEO
 - **Speaker at FES** - Miami, Florida - New Media/Social Media Marketing
 - **Speaker at MyPropFolio Real Estate Event** - Tempe, Arizona - Social Media Marketing
 - **VIP at Search Insider Summit** - Captiva Island, Florida
 - **Author:** *Internet Marketing for Models, Music Artist, Entertainers and Photographers*
 - **Contributing Writer** *Be a Real Estate Heavyweight*
 - **Contributing Writer** *Content Marketing Strategies for Professionals*
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Employment

2012 –

10Edge Digital Marketing Strategist

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Created Strategies and Implemented Below

- Internet Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Video Internet Marketing (VSEO)
- Internet Visibility
- Project Management
- Analytics
- KPI's
- ROI

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- Google Analytics
- Moz Analytics
- Reputation Management
- Social Media Optimization
- Online Identity - Crisis Management
- Political Internet Marketing
- Online Public Relations
- Web 2.0
- Email Marketing
- Web Development
- Internet Legacy - Brand Strategy

2011 – 2012

SproutLoud

Online Marketing Manager

Created and implemented all phases of Digital Marketing Strategies and Tactics.

- Increased all SEO Ranking and got all major keywords ranked in top 10
 - Link Building and Campaigns
 - Online Optimization
 - RSS, Indexing, Pinging
- Improved Internet Visibility by 400%
 - Created 100+ Online Touchpoints
 - Optimized all accounts for site search engines and major search engines
- Social Media
 - <https://twitter.com/sproutloud> - Increased Twitter followers from 500 to 3000
 - https://twitter.com/Marketing_MRM - Created new account 2900 Followers
 - https://twitter.com/Franchise_MRM - Created new account 4200 Followers
 - Social Media Optimization
 - Social Media Aggregation
 - Social News
 - Facebook Likes
 - Google+
 - Created, Optimized over 45 Social Media Accounts
 - KPI's
 - ROI
 - Google Analytics
 - Moz Analytics
- Social Media Monitor and Analysis
- Blog Marketing
- Video Internet Marketing
 - Video SEO
 - Video Visibility
- Image Marketing
 - Image Aggregation
 - Image Optimization

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- Image SEO

2007 – 2011 Cohen and Creative Advertising Agency Digital Marketing Manager

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- Set up and champion centralized SEO and SMM strategy throughout entire site including developing a roadmap of best practices
- Manage SEO/SEM/SMO activity including site traffic reporting and setting team direction and goals
- Stay on Top of Current Search Engine Trends and Practices and keep the Team up to date
- SMM/SEO Implement and executed strategies based on actionable analysis of team performance
- Controlled and proactive management and marketing for Online Identity, Search Reputation, Internet Crisis Management, Internet Legacy
- Monitor Competitor sites to Ensure Competitive Advantages in SEO/SEM/SMM initiatives
- SMM Communicated successfully with clients, customers, upper management and C-Level

Techniques (Best Practices)

- Social Media Marketing
 - Management Multiple Social Media Accounts
 - Increase Followers Content Adding
- Social Bookmarking
- Social Media Aggregation
- Social Media Optimization
- Blogging
- Search Engine Optimization
- Social Media Optimization
- Video Internet Marketing
- Video Search Engine Optimization
- Link Campaigns
- Image Optimization
- Image Aggregation
- RSS
- Internet Visibility
- KPI's
- ROI
- Google Analytics
- Moz Analytics

Internet Company Brand Management

- Online Identity Management
- Search Engine Reputation Management
- Online Reputation Management
- Internet Search Crisis Management
- Internet Legacy

TRENT PARTRIDGE

2004-2007

US Buildings.com

Director of Internet Marketing

Trainer Internet Sales Leads

As the Director of Internet Marketing, I developed, created and implemented traditional and new Internet Marketing, SEO, SEM, Web 2.0, Online Identity, Search Reputation Management and PPC strategies on 8 individual web properties. I was the webmaster, SEO, Pay Per Click, SEM, Web 2.0, Social Media Marketer and Ad Buyer.

Responsibilities included:

- Pay Per Click
- Ad Copy Writing for PPC and Email
- Webmaster- 8 Web Properties
 - USMetalBuildings.com
 - CoalMinePizza.com
 - USHurricaneShutterFactory.com
 - EstruturasMetalicas.com
 - DiscountBuildings.com
 - US-Buildings-Direct.com
 - USBuildingsDirect.com
 - US-Buildings.com
- Created multiple accounts, Social Media Optimized and Posted all Digital Assets

- Search Engine Optimization
- Online National Press Release
- Article Marketing
- Link Campaign Management
- Metric and Log Analysis
- Ad Campaign Management
- Email Marketing-Constant Contact
- Video Internet Marketing
- Social Bookmarking
- Web 2.0

Project Manager Web Development responsibilities included:

- Homepage Layout
- Mock
- Web Architecture
- Web Usability
- Competitive Analysis
- Lead Development Design

2002-2004

YellowPages.com

Webmaster/Internet Marketer/Sales WebmasterYP.com

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- Webmaster
- SEO
- Post Ads -Create Ad Packages-Strategic Ad Management
- Update website with content Articles, Software reviews, Webmaster Tools
- Create Newsletter
- Link Campaigns Brought Alexa ranking from 2 million to under 40,000
- Sold Internet Marketing Plans
- Wrote copy for Email Marketing
- Created 8500 website Internet Marketing/Web Design Directory
- Search Engine Optimization
- Create Doorway pages for optimization
- Keyword Analysis
- Log Analysis
- Strategic Placement of Content for maximum exposure
- Analyzed Pages for ROI
- Web Usability Analysis

2000-2002

New Horizon-Debt Consolidation

Project Manager Web Development Internet Marketer

- Involved in campaigns with AOL, Divorce Magazine, Google, Exact, Net2Phone, Verizon, and Sweepstakes as contact person for creative, pop-ups, pop-unders, skyscrapers, and copy.
- Involved in over 200 million user email campaigns.
- Tracked customers handled complaints, distributed leads, and communicated with spam organizations.
- Researched and bought strategic domain names for competitive debt consolidation industry
- Analyzed all campaigns for ROI and made recommendations on direction of campaigns
- Analyzed traffic for websites using Web Trends and F Stats
- SEO

1986-2002

Circuit City, City Furniture, Rooms To Go, Brandsmart

Salesman, Customer Service, Client Management, Sales Training

Customer Service - Patience, Attentiveness, Clear Communication Skills, Knowledge of the Product, Ability to Use "Positive Language", Time Management Skills, Ability to "Read" Customers, Ability to Handle Surprises, Persuasion Skills, Closing Ability, Willingness to Learn

- Sales trainer
- Customer Service showroom for TV's, DVD
 - Trained Sales force daily on new product and sales promotion
- Top 10 In Sales and Customer Service
- Performed competitive shopping task weekly
- Earned top sales for month Presidents Club
- Top 10% in customer product return. Awarded customer service sales