




Ryan Collins

Digital Marketing & Sales Specialist

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 Fitchburg, MA 01420

PROFESSIONAL SUMMARY

Results-driven Digital Marketing & Web Development Specialist with 6+ years of proven ability to deliver results, close high-value deals, and build lasting client relationships. Possesses a strong skill set across multiple channels including SEO, SEM, web design, and development, with expertise in crafting data-driven strategies that generate measurable growth. Recognized for adaptability, problem-solving under pressure, and driving long-term business success by executing unique, data-driven approaches that set brands apart.

SKILLS

Search Engine Marketing (SEM / PPC)

Search Engine Optimization (On-Page, Technical, Local)

Web Design & Development (WordPress + Elementor)

Google Analytics 4 (GA4) & Google Tag Manager (GTM)

Conversion Rate Optimization (CRO)

Paid Social Advertising (Meta / Instagram Ads)

Lead Generation & Sales Strategy

Client Communication & Relationship Building

Problem-Solving & Adaptability

Team Collaboration

EXPERIENCE

RETAIL & DIGITAL MARKETING ASSOCIATE, Fitchburg, MA

Surfside Pool Company, July 2025–Present

- Drove revenue growth by upselling premium pool and spa products, consistently exceeding daily sales goals
- Entrusted as a store keyholder, managing closing operations and ensuring smooth end-of-day procedures
- Partnered with ownership on website and digital marketing initiatives, leveraging SEO and design skills to boost online visibility and customer engagement
- Built trusted customer relationships by providing tailored product recommendations and expert solutions, enhancing satisfaction and repeat business

FOUNDER & CEO, Lynnfield, MA

Local Alphas, August 2023–July 2025

- Founded and scaled a digital marketing agency specializing in SEO, SEM, and web development for local service contractors and small businesses

- Designed and built WordPress websites with optimized architecture, schema, and technical SEO to maximize search visibility
- Executed pyramid-style SEO strategies including service pages, location-based content, and long-form resources to drive consistent lead generation
- Managed full digital performance stack: GA4, Google Tag Manager, HubSpot, and CallRail to track calls, form submissions, and conversion outcomes
- Implemented Local SEO strategies including citation management and NAP consistency, strengthening Google Business Profile performance
- Launched and optimized Local Service Ads campaigns alongside Google Ads, aligning paid and organic strategies for measurable growth
- Built a commission-based model where compensation was tied directly to client results, ensuring strong alignment of agency success with client ROI

SENIOR SEM ACCOUNT MANAGER, Lynnfield, MA

X Agency, March 2022–June 2024

- Managed multimillion-dollar Google Ads budgets for e-commerce clients, optimizing campaigns to maximize ROI and revenue growth
- Implemented GA4 and GTM tracking solutions, ensuring accurate data collection and actionable insights
- Developed and executed paid media strategies that consistently improved conversion rates and reduced acquisition costs
- Collaborated with clients on strategy calls as the primary point of contact, delivering clear performance analysis and growth plans
- Leveraged Shopify backend expertise to align ad performance with site optimization and customer journey improvements

DOOR-TO-DOOR SALES REP, Marlboro, MA

Boundless Inc, June 2021–March 2022

- Prospected in assigned territories, building relationships and identifying sales opportunities
- Consistently exceeded appointment-setting targets and weekly activity goals
- Applied persuasive sales tactics to educate homeowners on product benefits
- Developed resilience and persistence working in competitive, rejection-heavy environments
- Enhanced ability to communicate value propositions quickly and effectively

DOOR-TO-DOOR SALES REP, Peabody, MA

Commonwealth Solar, January 2021–June 2021

- Generated qualified leads by engaging homeowners through direct outreach and persuasive communication
- Scheduled appointments for closing team, contributing to consistent sales pipeline growth
- Delivered clear, compelling presentations tailored to customer needs and objections
- Maintained top performance in a high-pressure, quota-driven sales environment
- Built strong interpersonal and negotiation skills transferable to client-facing marketing roles

EDUCATION

GED, Wilmington, MA

Wilmington High School, June 2019

Relevant Coursework

- Psychology
- Marketing
- Business

Extracurricular Activities

- Baseball
- Boxing

CERTIFICATIONS

- Meta Certified Media Buying Professional
 - HubSpot Social Media Certification
 - Google Ads Apps Certification
 - Microsoft Advertising Certification
 - Google Analytics 4 (GA4) Certification
 - SEMRush SEO Toolkit Certification
 - Yoast SEO Academy Certifications (Fundamentals, Advanced)
 - Meta Certified Media Planning Professional
 - HubSpot Content Marketing Certification
 - HubSpot Email Marketing Certification
- Meta Certified Media Planning Professional
 - Google Ads Shopping Ads Certification
 - Google Ads Measurement Certification
 - SEMRush PPC Fundamentals Certification
 - Google Tag Manager Fundamentals
 - SEMRush Content Marketing Toolkit Certification
 - Meta Certified Media Buying Professional
 - HubSpot Social Media Certification
 - HubSpot Inbound Marketing Certification
 - HubSpot Digital Marketing Certification

REFERENCES

References available upon request