

RYAN COLLINS

Digital Marketing Specialist

CONTACT

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 5+ years of proven ability to deliver results, grow client accounts, and build lasting client relationships. Specialized in SEO and SEM, supported by strengths in analytics, tracking, and web design and development to achieve strong performance and measurable results for clients. Recognized for adaptability, quick decision-making, and the ability to pivot under pressure while strategically developing and executing initiatives that drive business growth across industries.

SKILLS

- Search Engine Optimization (On-Page, Technical, Local)
- Search Engine Marketing (SEM / PPC)
- Keyword Research & Competitive Analysis
- Google Analytics 4 (GA4) & Google Tag Manager (GTM)
- Conversion Rate Optimization (CRO)
- Web Design & Development (WordPress + Elementor)
- Data Analysis & Reporting
- Lead Generation Strategy
- Client Communication & Relationship Building
- Problem-Solving & Adaptability

EXPERIENCE

Retail & Digital Marketing Associate Surfside Pool Company

Jul 2025 – Present
Fitchburg, MA

- 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 Local Alphas

Aug 2023 – Jul 2025
Lynnfield, MA

- 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 X Agency

Mar 2022 – Jun 2024
Lynnfield, MA

CERTIFICATIONS

- Meta Certified Media Buying
- Meta Certified Media Planning
- HubSpot Social Media
- Google Ads Shopping
- Google Ads Apps
- Google Ads Measurement
- Microsoft Advertising

- SEMRush PPC Fundamentals
- Google Analytics 4 (GA4)
- GTM Fundamentals
- SEMRush SEO Toolkit
- SEMRush Content Marketing
- Yoast SEO Academy
- Meta Certified Media Buying
- Meta Certified Media Planning
- HubSpot Social Media
- HubSpot Content Marketing
- HubSpot Inbound Marketing
- HubSpot Email Marketing
- HubSpot Digital Marketing

REFERENCES

References available upon request

- 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 Boundless Inc

Jun 2021 – Mar 2022
Marlboro, MA

- 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 Commonwealth Solar

Jan 2021 – Jun 2021
Peabody, MA

- 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

High School Diploma Wilmington High School

Jun 2019
Wilmington, MA

Relevant Coursework

- Psychology
- Marketing
- Business