



# John Hampson

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## Professional Experience

01/2019 – present  
Phoenix, AZ

### **Digital Marketing Strategist, eCreations**

- Serving as digital marketing strategist for the only WooCommerce Experts agency in Arizona, covering from medium-sized businesses to enterprise clients across the US.
- Planned, implemented and managed successful SEO, PPC & email marketing campaigns.
- Tracked website analytics and reported and explained findings to clients in meetings.

05/2015 – present  
Shreveport, LA

### **Digital Marketing Strategist, Self-Employed**

- Strategic planning and project management in a variety of industries.
- Develop inbound and outbound marketing strategies for growing companies.
- Web development and digital advertising on Google, Microsoft, Facebook
- Search engine optimization and local SEO for small businesses.

03/2017 – 10/2018  
Shreveport, LA

### **Digital Marketing Strategist, Digital Logic**

- Served as a web developer, copywriter, and digital marketing strategist for a leading digital marketing agency covering from medium-large sized businesses in the area.
- Grew organic traffic for clients with technical SEO and copywriting.
- Audited website performance each week to make positive adjustments according to strategic marketing plans.

## Education

**Bachelor of Arts English,**  
*Louisiana State University Shreveport*  
2014

## Conferences

**MozCon 2015**  
Seattle, WA

## Certificates

**Google Analytics**  
*Individual, Advanced, Power User*

**Google Ads**  
*Search, Display, Shopping, Video, Measurement*

**HubSpot**  
*Inbound, Outbound, Email Marketing*

**Microsoft Ads**

**Shopify**

**ActiveCampaign**

**Wix**

**Constant Contact**