

JOEL SOLOMON

CONTENT STRATEGIST

GET IN TOUCH:



Mobile

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Email

joel.solomon@me.com

+ EMPLOYMENT

- 2/2014-Present

9/2012-2/2014

2/2012-8/2012

8/2010-1/2012

6/2011-11/2011

LANETERRALEVER
Content Strategy Manager

Active participation in project and brand strategy roadmapping sessions for clients such as GoreTex, Republic Services, Goodyear, Honeywell Aerospace, JDA Software, Fox Restaurant Concepts, Time Warner Cable. Guide client brand content to ensure effective communication with their audience(s) while also achieving web business objectives through daily collaboration with the UX team, continued analysis of customer data, stakeholder interviews, and customer journey-mapping/core model development.

Manage and mentor up to two junior specialists in both data/analytics as well as content strategy.

Create a new methodology for analytics reporting that maps agency work to client business goals and projections; has been implemented for all accounts within the organization.

Pull together both the UX and Digital Media teams to develop a process for conversion optimization in ad-to-landing-page experience.

RIESTER
SEO Manager

Worked with clients such as Hormel Foods, Gilead Pharmaceuticals, FDA, Columbia Sportswear, Casino Arizona/Talking Stick Resort, and Enchantment Resort to grow organic traffic and achieve increased visibility, conversions, and improved engagement on digital properties.

Successfully shifted agency and client perception of SEO to be more aligned with content strategy based on search engine algorithm updates by collaborating with cross-functional teams including UX, content strategy, development, and agency leadership.

PM Digital
SEO Strategist

Bonsai Media Group
SEO Strategist

Amazon.com
Account Manager (contract)

+ PROFESSIONAL SKILLS

	average	good	skilled
Brand analysis	●●●●●●●●		
Voice and Tone	●●●●●●●●	●●●●●●●●	
User journey-mapping	●●●●●●●●	●●●●●●●●	
Workshop facilitation	●●●●●●●●	●●●●●●●●	
Core model creation	●●●●●●●●	●●●●●●●●	
Taxonomy	●●●●●●●●	●●●●●●●●	
Information Architecture	●●●●●●●●	●●●●●●●●	
Communication	●●●●●●●●	●●●●●●●●	
Management	●●●●●●●●	●●●●●●●●	
Google Analytics	●●●●●●●●	●●●●●●●●	
Adobe Analytics	●●●●●●●●	●●●●●●●●	
Tableau	●●●●●●●●	●●●●●●●●	
Google Search Console	●●●●●●●●	●●●●●●●●	

+ VOLUNTEER

MOVEMBER FOUNDATION

Team Captain

2010 - present

PHOENIX DESIGN WEEK

Volunteer Coordinator

2013-2014

PHX CONTENT STRATEGY MEETUP

Organizer

2014 - present

+ EDUCATION

Marketing, M.B.A.

Western Washington Univ., 2011

Business/Marketing, B.A.

Western Washington Univ., 2007

+ SPEAKING/PROFILES

PHX Content strategy meet-up, 2013

Thunderbird School of Global Management, guest lecturer, 2013

WWU guest lecturer, 2014-present

PHX Design Week, lightning talk, 2014

RIESTER blog, 2012-2014

LaneTerralever blog, 2014-present