

# NATHAN BEDDOME

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## **EDUCATION**

**The University of Texas at Austin**, Austin, TX  
Bachelor of Science, Advertising, Texas Media Sequence

**Expected Graduation Date: May 2015**

## **DIGITAL ADVERTISING EXPERIENCE**

**Digital Student Manager**, Texas Student Media, Austin, TX

**January 2014-Present**

- Hire, oversee and guide a team of five digital interns working on SEO, user experience and social media engagement initiatives.
- Formulated an automated audience content engagement tracking system using Google Analytics and Google Tag Manager that includes tracking scroll depth, link clicks and subsequent pages/visits.
- Conceptualized a holistic plan for an inaugural native advertising offering for *The Daily Texan*.

**Student Website Analytics Lead**, Texas AdGrad, Austin, TX

**January 2014-Present**

- Direct an analytics team that provides analyses and inbound marketing campaigns to engage the audience of advertising.utexas.edu.

**Founder and Director of Industry Relations**, UT Student Drupal Group, Austin, TX

**January 2014-Present**

**Freelance Advertising**, Austin, TX

**December 2011-Present**

Work with a variety of clients including Girl Scouts of Central Texas, Acts Of Sharing, Sundara Yoga Therapy and Action Trackchair.

- Conduct a diagnostic digital and SEO audit to create a customized digital advertising plan for each client.
- Generate Google AdWords and Facebook Ad campaigns that will drive incremental clicks and impressions.
- Redesign and optimize sites for membership conversions and ease of use.

**Digital Student Associate**, Texas Student Media, Austin, TX

**March 2013-January 2014**

- Advised *The Daily Texan's* content and development teams to better user experience and increase engagement before site redesign.
- Trained *The Daily Texan* staff on SEO practices, resolved a Google manual penalty and a site-wide canonical URL error and implemented a "Mentioned in *The Daily Texan*" image link-building campaign, all of which contributed to a more than 92% increase in *The Daily Texan's* Google organic traffic and a 190% increase in Google News traffic compared to last year.
- Mobile-optimized Texas Student Media's Daily Digest newsletter and converted it to a click-through design. This helped expand the opt-in list by 800% and increased newsletter opens by 1100% with a click-through rate that is 50% higher than industry average.
- Established social media giveaways as a lead generation platform for Texas Student Media and its advertisers, generating 600 new email subscribers and an average of 250 new followers for each of its 13 social media outlets.

**Digital Marketing Intern**, Volacci, Austin, TX

**May 2013- August 2013**

Worked with a variety of clients including VerticalResponse, e-MDs, Nanawall, DOOR3, IMPcorp and ArrowS3.

- Contributed digital analytics data and diagnostic suggestions for the new business team, which contributed to the signing of a new client.
- Assigned lead scores, integrated sign-up forms and generated supporting segments for a marketing automation campaign.
- Outlined a link detox process to investigate backlink profiles and implement link takedown outreach.

**Google AdCamp**, Google Inc., New York, NY

**June 2012**

- Participated in a highly selective 4-day inaugural Google AdCamp taught by Google sales leaders, providing an in-depth introduction to Google's advertising sales operations and client products (including: AdWords, YouTube, and Mobile).

**SEO Marketing Intern**, BuildASign.com, Austin, TX

**May 2012- August 2012**

## **AWARDS AND RECOGNITION**

**Google AdCamp**

- First place, team advertising strategy challenge

**Texas Media Sequence**

- First place, Big Top Candy Shop plan
- First place, Texas Student Media plan
- Director's Choice, Hilton Worldwide plan

**University of Texas at Austin**

- Dean's List, Spring 2013
- University Honors
- Senior Fellows, Communications Honors Program

## **SKILLS & CERTIFICATIONS**

**Certifications:** Google Analytics IQ (2013), Google Digital Analytics Fundamentals (2013), Google AdWords (2012)

**Digital:** Google AdWords, Automatr Marketing Automation, Drupal, Wordpress, Social Media

**Creative:** After Effects, InDesign, Sony Vegas Pro, Photoshop

**Research & Analytics:** Omniture SiteCatalyst, Google Analytics, Google Webmaster Tools, Google Tag Manager, Raven Tools, Moz, SEMrush, UnBounce, Crazy Egg Heat maps, Balsamiq, Google Keyword and Display Planner, Mintel, MarketLine Advantage, SocialMention