

Neil Andrew DuPaul

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Veracode

Senior Marketing Technologist - Jan 2016 / Present

A tactical role supporting content, corporate, demand gen, field, and product marketing teams. Strategic management of six figure budget leveraging SEO, SEM, interactive, and multiple video creation vendors. Daily maintenance of website via CMS (Drupal, formerly wordpress), collaborative CRM-driven campaign management for paid and organic efforts. In 2016 our campaigns contributed over 1,000 sales qualified leads per year, over 15,000 form fills, and nearly 2M site visitors.

SEO & Social Media Manager - July 2012 / Jan 2016

Management and growth of organic SERP and social presence, coordination and implementation of a regular publishing schedule of high quality targeted content both for blog and lead-driven demand gen activity. Management of external vendors leading creation of 20+ infographics, 100+ SEO-driven content pages, and on-going demand generation campaigns.

CF Search Marketing

SEO Analyst - 2012

As a lead SEO at CF I managed the campaigns of 15+ automotive dealerships spread across the country. We grew traffic, created highly targeted content, ran a variety of link building campaigns, and responded quickly and effectively to algorithmic changes in Google. In addition to my SEO responsibilities, I managed email marketing campaigns along with managing social media accounts. 50% remote work.

Sugarrae, Inc.

Virtual Assistant/Link Builder - 2011 / 2012

When you get the opportunity to work with one of the most successful names in the SEO/affiliate marketing fields and a personal idol, you jump in and learn everything you can. Community management, link building, content creation, SEO, and more for both Rae's projects and Fortune 500 clients. After ending my job as an assistant to Rae I continued work as an independent link builder for clients of Sugarrae, Inc - all work done remote.

Altos Marketing Group

SEM/SMM/Copywriter - 2009 / 2010

I joined Altos for the opportunity to work with an experienced staff and further my knowledge in all areas of internet marketing. In my time with Altos I created several social networking campaigns that resulted in thousands of followers, generating brand interest, and resulting in improved sales. Conceptualized and created several e-mail marketing campaigns that both drove traffic and increased fan base. Ran several SEO campaigns that resulted in first page rankings for a variety of key phrases, both for Altos and their clients. Additionally created and managed several PPC campaigns for existing and new clients as required.

Objective

To grow, live, love, laugh, and learn.
Build my marketing skillset with forward-thinking driven teams.

About Me

Born in Maine, schooled in NY, resides in Southern NH. I'm a fast learner, able to digest complex topics and communicate in simpler terms. Competition and challenges delight me, I bring a positive, team oriented attitude to every project. Loves outdoor activity, crossfit, bingeing Netflix, and family time.

Education

Rochester Institute of Technology
Rochester, NY | 2002 - 2007
Bachelor of Science in Professional and Technical Communication
Professional Core - New Media Design

Skills

Web Design, Development, UX Testing
Copy Writing, Content Creation, SEO
SEM - SMM - Email Marketing
Social Management and Monitoring
Link Building, Visual Media, Data Viz

Technologies

PHP - XHTML/CSS - JS
Adobe Creative Suite, Sony Vegas Pro
Marketo - Salesforce
Adwords - Analytics - Adroll
WordPress - Joomla - Drupal
My proficiency with programs extends beyond those listed here.

References

I maintain a list of references that associate with every listed job/role and company that I have worked with. Ask and I'll happily a list of those most relevant to you.