

Emanuel Gold, PMP

hello@emanuelgold.com | (954) 289-7935 | Indianapolis, IN | [Portfolio](#)

WORK EXPERIENCE

Knowledge Services

Aug. 2021 – Present

Website Marketing Specialist | Jan. 2023 – Present

Indianapolis, IN

- Knowledge Services is a top provider of cybersecurity solutions and workforce management, serving government and enterprise sectors.
- Manage website optimization projects to improve user experience and conversion rates, achieving a traffic increase of 57% in six months.
- Develop and execute integrated digital marketing strategies (SEM, email, content) across eight brands, generating a 31% quarterly increase in qualified leads and a 68% increase in annual sales growth.
- Manage content updates across 500+ website pages and develop strategies to drive user engagement and reduce bounce rates.
- Supervise intern website audit projects, resulting in SEO improvements and technical overhauls of websites, under strict deadlines and quality standards.
- Track website analytics, KPIs, and user behavior to provide actionable recommendations for engagement and conversion improvements.
- Collaborate with stakeholders and cross-functional creative teams to build landing pages, website features, and CRM automations that align with business objectives.

Digital Marketing Manager | Aug. 2021 – Jan. 2023

Indianapolis, IN

- Leveraged HubSpot CRM to automate account services and improve contact management efficiency.
- Developed UTM structures and conducted A/B tests to enhance advertising campaign return on investment.
- Streamlined marketing technologies and project operations to reduce waste and improve performance.
- Played a key role in performance analysis to drive strategic digital marketing decisions.

Alpha Epsilon Pi Fraternity, Inc.

Jun. 2019 – Dec. 2020

Marketing Specialist

Indianapolis, IN

- Alpha Epsilon Pi is an international fraternity dedicated to developing leaders and building community.
- Rebranded 'Founders Day' campaign, increasing donations by 14% and boosting qualitative engagement metrics.
- Enhanced website UX to boost annual traffic and user interaction by 31%.
- Managed a team of interns for content creation to bolster organic traffic and visibility.

EDUCATION

University Of South Florida

Jan. 2014 – Dec. 2018

Bachelor of Science in Marketing

Tampa, FL

CERTIFICATIONS, SKILLS & TECHNOLOGIES

- **Certifications:** Project Management Professional (PMP); HubSpot SEO II; HubSpot Inbound Marketing; HubSpot Digital Marketing; HubSpot Growth-Driven Design; HubSpot Content Hub for Marketers
- **Skills:** Website Management; Agile Project Management; Predictive Project Management; Conversion Rate Optimization; SEO, GEO, & SEM; A/B Testing; Data Analytics; CMS Proficiency (WordPress, HubSpot); Digital Strategy & Campaign Management; User Experience Optimization; Content Strategy & Creation
- **Technologies:** WordPress; HubSpot; Google Analytics; Google Tag Manager; Google Search Console; Semrush; Adobe Creative Cloud; Figma; VS Code; Microsoft 365