

Fionn Downhill

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5345 East Kings Avenue, Scottsdale, AZ 85254.

EXPERIENCED SENIOR LEVEL MARKETING PROFESSIONAL

DIGITAL MARKETING LEADERSHIP | MARKETING STRATEGIST | SEO EXPERT

Driven, innovative, and leadership-oriented digital marketing C level professional with a proven track record of managing teams, partnering with C-level executives, and overseeing large digital marketing projects. Capable of developing digital marketing plans which are designed to meet overall global and local business goals and become a major driving force in the success and profitability of the organization. Demonstrated ability to successfully oversee projects, partnering with clients to outline goals, managing personnel toward strategic objectives, and consistently serving as a contract CMO and mentor to staff members. Accomplished industry speaker and thought leader. Passionate educator in the field of Digital Marketing. Thought leader, speaker and subject matter expert on SEO and Online Reputation Management.

CORE COMPETENCIES

- Digital Marketing strategy
- Profitability and ROI focus
- Social Media & Content Strategy
- SEO Strategy & Implementation
- Online Reputation Management
- Results driven & ROI Focused
- Analytics Implementation
- Project Management
- SEO Auditing
- Digital Marketing Educator
- CRO Expert
- Customer Service-Focused
- Innovative and Creative
- Leadership Skills
- Online PR

SELECTED ACHIEVEMENTS

- **Developed and built Elixir Interactive's SEO process and systems**, creating cost-effective and profitable online marketing solutions involving multiple channels in the digital ecosystem. Managed a team of 21 staff.
- **Managed websites in highly competitive space** and achieved exponential sales growth.
- **Provided Technical SEO audits** for large content sites including dictionary.com and thesaurus.com
- **Founder of five companies** one acquired in 2015.
- **Released** the first white paper on Online Reputation Management.
- **Subject matter expert** in the field of Online Reputation Management.
- **Global Digital Marketing** strategist for Dale Carnegie global working in several languages.
- **Adjunct Professor/Faculty Associate** – Thunderbird School of Global Management, developed and taught hands on digital marketing class for MBA and Global Management Certificate.
- **Created** 28 module 3 credit online Digital Marketing class for Thunderbird School of Global Management.

PROFESSIONAL HISTORY

ELIXIR INTERACTIVE – Digital Marketing Agency

Scottsdale, AZ

Owner/Director

February 2003 – Present

- Partner with clients and team members to define business strategy, identify target markets, and boost sales through Keyword intent natural searches, social media, content development and paid search.
- Managed Online Reputation Management projects for diverse clients
- Work with customers to define audience engagement metrics and goals, build traffic, sales, conversions, and trust through cleanly coded, search engine-friendly website development, search engine optimization, paid media acquisition, and social media.
- Serve as an effective leader of developers, contractors, designers, account managers, and project leaders, ensuring all client work is completed within budgets and agreed-upon schedules.
- Ensure optimization of resources and maximization of profit through careful analysis of sales and expenses.
- Responsible for the financial health of the company.
- Develop software tools, allowing the client list to grow while reducing costs by 50% per client.
- Founder of the SyCara tool set to improve efficiencies in the SEO process.
- Manage a group of diverse content writers across the globe.

THUNDERBIRD SCHOOL OF GLOBAL MAANGEMENT at ASU

Glendale AZ

Adjunct Professor/Faculty Associate

September 2012 – Dec 2017

- Developed Digital Marketing training program for Thunderbird Global MBA students.
- Program focuses on evolution of digital and bridging the gaps between traditional and digital.
- Performance focused using digital analytics, competitor analysis, and user experience to track and refine campaigns.
- Hands on learning building a web presence using WordPress CMS, content and social media.
- Simulated agency environment to ensure students got hands on experience for the real world.
- Developed a 28 module 3 credit online Digital Marketing Course, using ASU best practices for online learning.
- Successfully completed the ASU Online learning masters training.

SYCARA

Scottsdale, AZ

Founder | VP Strategy

September 2008 – November 2012

- Developed strong relationships with venture capitalists, raising approximately \$4.5 million to launch business.
- Led the spinoff of SyCara SaaS Application from Elixir, executing the merger with Tallwave to form SyCara.
- Served in a customer satisfaction role answering questions, and providing coaching to team members.
- Partnered with internal and external users to define and design the functionality within the software application.

PROFESSIONAL QUALIFICATIONS

Publications

- The Business of Search - Search Engine Watch <http://searchenginewatch.com/author/1800/fionn-downhill>

Bio

- <http://www.fionndownhill.com/speakingbio/>
<http://www.fionndownhill.com/about/>

TECHNICAL SKILLS

SEO – Hands on working knowledge of SEO techniques auditing and Google algorithms.

Google Analytics – Data driven online campaigns to improve ROI and drive down CPA.

Social Media – Several successful social media campaigns across various industries.

CMS – Hands on knowledge and experience with WordPress.

Paid Search – Managed and executed several campaigns from small keyword groups to large enterprise campaigns with hundreds of thousands of keywords, with budgets ranging from \$10K – 100K per month.

Contract Negotiation - Manage all client and vendor contracts for all the companies I have been involved with.

Fiscal Knowledge – Manage budgets and balance sheet for all companies I own.

Digital Analytics – Expert knowledge on the use of analytics for business development and campaign management.