Peter Kimmich

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**Summary /** Creative, detail-oriented and results-driven digital marketer with management and consulting experience. Ten-plus years in content marketing, SEO, SEM, analytics, social media, email marketing project management, and other areas. Background in journalism and online media. Envisions and creates compelling digital marketing experiences that build audience rapport, drive business, and support organizational directives.

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| **Experience /** Confidence Marketing – Founder, Owner (Thousand Oaks, CA) | 2014 – 2024 |
| * As an independent consultant, oversaw online customer acquisition for small businesses through Web channels, content management, SEM and social media advertising
* More than doubled web traffic through targeted SEM campaigns; established branding and online presence for startup businesses, provided professional guidance on marketing decisions
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| EngineerJobs.com – Digital Marketing Manager (Los Angeles, CA) | 2013 – 2014 |
| * Headed online customer acquisition, content management, social media
* Significantly increased customer base and user engagement through interactive digital experiences, social media, on-site conversion
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| ESN Interactive – Digital Marketing Manager (Hollywood, CA) | 2012 – 2013  |
| * Oversaw organic search revenue, content production and lead conversion for over 45 digital properties
* Improved organic search performance by 15% companywide in first six months
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| Zynx Health – Digital Marketing Specialist (Westwood, CA) | 2011 – 2012 |
| * Created and managed overall corporate digital strategy, including digital content, SEO, social media, SEM
* Oversaw creation of client-facing portal from concept to launch
* Took Web properties from no search engine rank to first page for key terms within 4 weeks; doubled PPC performance while reducing cost per click by over 20%
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| ESN Interactive – Web Marketing Coordinator (Hollywood, CA) | 2008 – 2011 |
| * Oversaw digital content, SEO and email campaigns across multiple channels
* Brought organic search revenue from minimal to around 20% of revenue; increased on-site conversion by up to 30%
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| Yahoo! Search Marketing – Content Review Editor (Burbank, CA) | 2005 – 2008 |
| * Generated and reviewed custom PPC ad campaigns for small businesses
* Helped introduce automation to reduce review wait time for clients
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**Education /** MBA: Marketing – CSU, Los Angeles – 2014

BA: Journalism – CSU, Chico – 2003