Tsavo Neal Designer & Content Marketer

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OBJECTIVE

Web design and content marketing expert where more than 4 years of client-facing experience will add value to your clients and help your firm increase MRR.

SKILLS

Web Design • WordPress • Conversion Rate Optimization • HTML • CSS • SEO • Google Analytics • Content Marketing • Copywriting • New Business Development • UX Design • Project Management • Email Marketing • Marketing Automation

EXPERIENCE

Tsavo Neal Consulting - *Founder & Digital Marketing Consultant* **OCT 2016 - PRESENT**

I help professional services firms get more clients online. My unique methodology has lead to over a dozen guest posts and podcast invitations — helping thousands of professionals improve their digital marketing.

- Wrote 160K words for 65 articles and videos which generate 7K pageviews per month
- Generated 650 inbound leads through 5 lead-magnets and 2 content upgrades
- Publish a bi-weekly newsletter that generates 6 pre-qualified sales calls per month
- Ran outreach campaigns to 60 influencers to create 4 pieces of first-ranked content
- Optimized website design and content to attain 80% of traffic organically

Freelance - *Web Designer* **JAN 2014 - SEPT 2016**

I wrote and designed websites to help businesses exceed their KPIs — improving metrics like conversion rate, session duration, bounce rate, search engine optimization, page speed, and mobile responsiveness.

- Top Rated freelancer on Upwork with a project success rate of 100%
- Won, designed, developed, managed, and launched 50 WordPress web design projects
- Designed and developed new Battery Recyclers of America website, improving its conversion rate from 3% to 18% leading to a 6X increase in leads
- Designed and developed new Numi Hair Salon website, improving conversion rate to 10% leading to 2X as many appointments
- Designed and developed new Monpool-SOS eCommerce website that sold $5K in courses during launch week

EDUCATION

University of British Columbia - *History* **2010 - 2015**