Ryan Altieri - Digital Marketing and Analytics

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Professional Skills

Google Ads certified (2008-2025)
Google Analytics certified (2010-2025)
Paid media strategy (Google/Bing/Social)
Programmatic ad strategy (TTD/360)
CRM/Database marketing
Audience and persona segmentation
Marketing automation
Brand safety
SEO and organic strategy
Adobe Analytics
Google Search Console
Conversion optimization
Tag management (Google/Adobe)
Attribution modeling
Lead nurture (email/sms)
Leadership and team building
Reporting: Power BI - Looker Studio
Adobe Experience Manager
Adobe Creative Cloud
Landing page optimization
Salesforce/Marketing Cloud
UI/UX and front-end development
Advanced Excel: Pivot tables, Vlookup
Web Design and Programming: PHP, SQL, HTML, CSS, Python, AEM

Major Accomplishments

Scaled growth from 12 to 27 markets
Built-to-Rent marketing strategy
30% reduction in lead costs
Exceeded lead and application goals
Tag management and goal system
Reporting format and automation
Attribution modeling
Call reduction and chat strategy
Dark traffic tracking strategy
New organization website launch
Top ten organic SEO rankings
Brand safety strategy
Pricing algorithm development
Multiple employer award winner

Experience

April 2022 – March 2024
Digital Marketing Management • Digital Signal LLC • Scottsdale, AZ
Multifamily executive and investor consulting
Paid search and organic strategy and management – PPC/SEO
Programmatic advertising strategy and management
Reporting, tag management, and analytic event tracking
A/B testing and landing page optimization
Vendor and marketing agency management
Operational and technology platforms implementation
Artificial intelligence (Generative AI) consulting
Creative messaging, testing, and optimization

May 2018 – March 2022
Marketing Media Manager • Progress Residential • Scottsdale, AZ
Developed digital marketing strategy – paid, organic, programmatic, social
Developed and implemented tag and goal parameters
Budget management of approximately $11 million annually
Creative development, testing, and optimization
Executive reporting creation and presenting
Attribution modeling and reporting standard
Analytics and tag management – Google and Adobe
Adobe Experience Manager author and component development
Investor presentation creation and marketing lead

October 2013 – October 2016
Digital Marketing Manager • Alliance Residential • Phoenix, AZ
Developed digital marketing program and built/managed team (5 associates)
Set up and management of over 300 apartment web sites on PPC and SEO
Created PPC strategy: grew program from $18k/month to over $380k/month
Created SEO strategy: grew program from $3k/month to over $60k/month
Strategy development and execution with team, owners, and asset managers
Monthly and weekly reporting creation and automation
Website and landing page creation/optimization
Team training and marketing strategy development

September 2012 – September 2013
Marketing Strategist/Senior web developer • Digital Current • Mesa, AZ
Paid campaign planning and execution for highly competitive industries
Dynamic SEO strategy development
Front end design and landing page optimization
Conversion optimization and design
Logo design and creation
Custom CSS, HTML, and PHP coding

September 2004 – February 2012
Online Marketing Manager • University of Advancing Technology • Tempe, AZ

Managed over $2 million annually through Google Ads (Adwords)
Budget increased annually based on positive results
Expanded web traffic over 30% percent, leads by 50%, and applications 25%
Increased enrollment; the network security program by 150%
Created a strong brand presence through paid and organic marketing
Management of vendor choice and performance
Landing page design, testing, and optimization
Extensive research and testing of keywords, search terms, and domain names
Developed Intranet reporting system to benchmark and improve marketing