

Ryan Altieri - Marketing and Analytics

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Professional Skills

[Google Ads certified \(2008-2026\)](#)

[GA4 Analytics certified \(2010-2026\)](#)

[Google certifications wallet \(28 current\)](#)

Full funnel strategy and planning

SEO and organic strategy (social/UGC)

Media buying and activation

Growth marketing

Ecommerce marketing

Email/SMS marketing

GA4/Adobe Analytics

Conversion optimization

GMB and listing management

Tag building and management (GTM)

Attribution modeling

Mixed Media Modeling

Lead nurture and retargeting

Leadership and team building

Reporting – Funnel, Looker Studio

Adobe Experience Manager

Adobe Creative Cloud

Landing page optimization

CDP (Twilio Segment)

Salesforce/Marketing Cloud

UI/UX and front-end development

Microsoft Office suite

Web Design and Programming – PHP,

SQL, HTML, CSS, Python, AEM

Major Contributions

Scaled growth from 12 to 27 markets

Server-side HIPPA compliant tracking

Built-to-Rent marketing strategy

30% overall reduction in lead costs

Tag management and goal system

Reporting format and automation

Attribution and mixed media modeling

Customer journey development

Call reduction and chat strategy

Dark traffic tracking strategy

Brand growth and safety strategy

Pricing algorithm development

Multiple employer award winner

Experience

July 2024 – Present

Sr. Manager, Digital Strategy • Hoffmann Murtaugh • (Remote) Pittsburgh, PA

Lead & manage the digital team (4 associates): SEM, social, programmatic, email

Develop all digital marketing strategies, targeting, and measurement

Creation of logical customer journeys and funnel progression

Research, approve, and manage vendor selection and operations

Oversee email and SMS operations

Reporting, tag management, and event tracking

A/B testing and landing page optimization

Client and new business consulting, reporting, and presentations

Creative messaging, testing, and optimization

April 2022 – January 2024

Digital Marketing Manager • Digital Signal • Scottsdale, AZ

Manager of digital marketing strategy and vendors

Paid search and organic strategy and management – SEM/SEO/social

Programmatic media buying and targeting strategy

Reporting, tag management, and analytic goal tracking

Operational and technology platforms implementation

Content creation and social calendar creation

Creative development and branding

May 2018 – March 2022

Marketing Media Manager • Progress Residential • Scottsdale, AZ

Digital marketing strategy – paid, organic, programmatic, social

Developed marketing program for Built-to-Rent communities

Budget management of approximately \$11 million annually

Creative development and optimization

Executive reporting creation and presenting

Attribution modeling

Analytics and tag management – Google and Adobe

Adobe Experience Manager author and component development

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

Traffic Analyst/Online Marketing Manager • UAT • 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
