

# Ryan Altieri - Marketing and Analytics

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## Professional Skills

Google Ads certified (2008-2026)

GA4 Analytics certified (2010-2026)

Full funnel strategy and planning  
AI agent training and workflow building  
SEM and paid social strategy  
SEO/AEO and organic social strategy  
Media buying, planning, activation  
Brand building and growth marketing  
GMB and digital presence expert  
Tag building and management (GTM)  
B2B, B2C and D2C  
Ecommerce marketing  
Email/SMS marketing  
GA4/Adobe Analytics  
Conversion optimization  
Attribution modeling  
Mixed Media Modeling  
Lead nurture and retargeting  
Leadership and team building  
Reporting – Tableau, Looker Studio  
Adobe Creative Cloud  
Landing page optimization  
CDP (Twilio Segment and Treasure)  
CRM (Hubspot and Salesforce)  
UI/UX and front-end development  
Microsoft Office suite  
Web Design and Programming – PHP,  
SQL, HTML, CSS, Python, AEM

## Major Contributions

Server-side (CAPI) attribution tracking  
Built-to-Rent marketing strategy  
New Market Growth Scaling  
KPI cost reduction and standardization  
Tag management and goal system  
Reporting dashboards and automation  
Attribution and mixed media modeling  
Customer journey development  
Call reduction and chat strategy  
Dark traffic attribution strategy  
Pricing algorithm development  
Multiple employer award winner

## Experience

*July 2024 – Present*

**Sr. Manager, Digital Strategy • HM Advertising (Remote) Pittsburgh, PA**

Lead digital strategy for multi-vertical clients, owning full-funnel planning  
Develop integrated media strategies grounded in data aligned with goals  
Manage and mentor activation teams: SEM, paid social, programmatic, email  
Direct and design SEO and AEO efforts to drive organic growth and visibility  
Architect audience personas, customer journeys, and conversion funnels  
Oversee analytics strategy: tag management, event tracking, and attribution  
Present insights and strategy to senior clients and new business prospects  
Evaluate and managed marketing technology tools, vendors, and media partners  
Partner with creative teams to craft effective, performance-driven messaging

*April 2022 – January 2024*

**Digital Marketing – Tech and Experience • Digital Signal • Scottsdale, AZ**

Developed digital marketing strategies and managed 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 – SEM, SEO, programmatic, email/SMS  
Developed marketing program for Built-to-Rent communities  
Budget management of approximately \$11 million annually  
Creative development and optimization  
Executive reporting, creation and presentation  
Attribution modeling  
Analytics and tag management – Google and Adobe  
Adobe Experience Manager author, content, 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 at the time)

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

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