

Ryan Altieri - Marketing and Analytics

6624 East Shea Blvd. Scottsdale, AZ 85254

480.375.8554 ryan.altieri@gmail.com

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