

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
