

Travis Grubesky

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WORK EXPERIENCE

National Physician Assistant Education

July 2015 - present

Digital Marketing Specialist

- Assisted in the creation of an online medical review course for the physician assistant national certifying exam.
- Identified and optimized customer acquisition strategies through online channels such as email, PPC, and social media marketing.
- Oversaw technical implementation of on-site SEO recommendations resulting in an increase of organic online traffic.
- Organized the continuous alignment of shared goals between UI creative designers and UX technical engineers in order to optimize online website traffic.

Upwork

August 2015 – March 2016

Digital Marketing Consultant

- Performed SEO site audits, keyword research, and on-site optimization for multiple clients in a variety of industries.
- Developed and implemented social media and email list strategies to increase users and brand engagement rates.
- Interpreted data using analytics software to determine website, sales funnel, and conversion updates.

Dawood Engineering Inc.

December 2013 – February 2015

Geographic Information Systems (GIS) Specialist

- Liaison between local branch office and remote corporate offices. Led efforts to expand utilization of internal GIS services throughout the New England office region.
- Provided GIS operations and analysis for oil and gas related consulting projects.
- Responsible for data and equipment management, figure creation, and GIS intern training program.

Civil and Environmental Consultants, Inc.

May 2011 – December 2013

Geographic Information Systems (GIS) Analyst

- Responsible for data management and analysis for a wide range of projects.
- Created reports and figures quickly and efficiently with excellent response time for updates.

EDUCATION

University of Pittsburgh Dietrich School of Arts and Sciences

Degree: Bachelor of Science

Major: Environmental Science

Minor: Geographic Information Systems (GIS)

Relevant Skills

- Search Engine Optimization – on-site SEO optimization, link building, analytics and keyword research
- Website – HTML, WordPress, design optimization for conversions, web image design and editing, landing pages
- Social Media/Email Marketing – Facebook and Instagram ads, Google AdWords (PPC), Email Marketing systems (Aweber, MailChimp), email chains and auto-responder series, content and copy creation
- Video/Audio– video and audio production and editing