GARY PFAFF

DIGITAL
DESIGNER,
DEVELOPER,
MARKETER

ABOUT ME

I am passionate about shining a light on businesses and brands that people fall in love with. I enjoy employing both the technical and creative sides of my brain through development and design, as well as project management and team leadership.

COMPETENCIES

- CSS / SASS
- HTML
- Javascript
- PHP + mySQL
- Linux Server
- SEO, SEM + PPC Ads
- Google Cloud Services
- Adobe Creative Suite
- Mailchimp + Active Campaign
- WordPress + Woocommerce
- Shopify

Web Design & Development

2003 - PRESENT

Design on-brand, feature-rich websites that convert leads to sales

Talented UX/UI designer, consistently receiving positive feedback from clients

Maintain websites and applications, including account administration, enhancements and updates, and upgrades to ensure usability

Develop customized WordPress websites that incorporate applications and design to draw in customers/clients

Build and customize Shopify e-commerce storefronts, ex. - took a client from $10K/year in online sales to over $550K/year in online sales in under 3 years

Digital Marketing

2008 - PRESENT

Develop multi-platform advertising campaigns to optimize audience engagement via PPC advertising and content marketing

Execute and deliver visually appealing digital and social media marketing assets to grab the attention of targeted users

Work closely with marketing directors and creative teams to lead rewriting and rebranding digital content and print marketing materials

Experienced in recruitment marketing, helping HR firms via self-developed "Applicant Magnet" technology to attract high quality talent (*Indeed.com certified partnership)

Hands-on management of digital marketing, affiliate marketing, recruitment marketing and e-commerce projects from inception to on-going delivery

Create appealing email marketing campaigns and design customized templates in both Mailchimp and Active Campaign

Analyze campaign effectiveness and metrics, providing client with analysis and strategy to refine digital performance

SEO Specialist

2011 - PRESENT

Manage projects for clients in SEO services and marketing

Apply my development skills to SEO strategy for drastically improved site speed, ensuring top SERP rankings

Ongoing competitor research to create scalable SEO strategy to boost marketing campaigns using industry standard tools (i.e. Google Analytics/Search Console, SEM Rush, Uber Suggest)

Analyze performance data to drive decisions on next steps and ensure proper targeting of demographics and other core metrics

Collaborate with copywriters and content creators to ensure that appropriate keywords and topics are identified and applied

Link building utilizing white hat techniques, including personal correspondence to webmasters and site owners, to develop relationships that lead to relevant top-notch links

Prepare and present customized reports per department (daily, weekly, quarterly, annually)

Graphic Design & Branding

2001 - PRESENT

Design beautiful marketing collateral - including, but not limited to, brochures, postcards, booklets, mailers, signage and banners - proficiency in Adobe Illustrator, InDesign, Photoshop, Acrobat

Create graphic design for social media and digital marketing campaigns (i.e. social media covers, web and blog images) utilizing InDesign, Illustrator, Photoshop, XD, Sketch, Affinity Designer, Procreate

Logo, Apparel, and Merchandise Design for a variety of industries and businesses