**DAVID COSGROVE, *Senior Digital Marketing Specialist***

***Digital Marketing Leader Helping B2B And SaaS Companies Drive Growth.***

East Granby, CT | 860-986-9602 | [david@davidcosgrove.com](mailto:david@davidcosgrove.com) | [LinkedIn Profile](https://www.linkedin.com/in/davidcosgrove/)

***Award-Winning Entrepreneurial Digital Marketer With 30 Years Of Experience Helping Clients Drive Growth Through Organic SEO, Paid Traffic, And Social Media.***

TARGETING REMOTE POSITIONS

**CAREER HIGHLIGHTS**

* Developed single-handedly and designed, and deployed hundreds of websites for clients over the past 30 years from start-up and Fortune 20 companies in industries ranging from B2B, Healthcare, SaaS/PaaS, DaaS, Manufacturing, high net worth individuals, including Pulitzer Prize-winning authors, Platinum-selling recording artists, and Emmy award-winning celebrities.
* Expanded organic traffic 150% YOY 3 years in a row with a focus on growing the organic footprint via evergreen content, blogging, and email marketing.
* Grew eCommerce sales by 1200% over two years with social media and Google Ads.
* Increased the organic traffic from 500 to 30,000 monthly visitors over five years through multiple channels, owning the process.
* Collaborated directly with C-suite to compose and align site content with all metadata, resulting in a 50% increase in organic traffic to the highest converting pages within six months.

**EXPERTISE AREAS**

|  |  |  |
| --- | --- | --- |
| Search Engine Optimization | B2B Marketing | Enterprise Software Marketing and Sales |
| Digital Marketing Strategy | Marketing Analytics | SaaS/Paas |
| Salesforce Marketing | Social Media Management  Sem | Web Design |

**TECHNICAL EXPERTISE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SEMrush | Screaming Frog | MOZ | Ahrefs | Sitebulb |
| Google Analytics | Google Tag Manager | Google Ads | Bing Ads | LinkedIn Ads |
| Facebook Ads | Twitter Ads | HubSpot | Act-On | Adobe Creative Cloud |
| WordPress  Oktopost | Google Data Studio  Hootsuite | ERP  Sprout Social | HTML  Pardot | CSS  Salesforce AppExchange |

**PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS**

**Login VSI, Boston, MA, Amsterdam, The Netherlands** [**WEBSITE**](https://www.loginvsi.com/) **2020 - Current**

**Login VSI is a B2B SaaS/DaaS/PaaS solution that helps End User Computing (EUC), Digital Workplace, and Application teams evolve their existing processes in an automated, agile, and secure way – providing objectivity and visibility so that transformational projects and day-to-day changes are implemented thoroughly and smoothly and have the desired impact.**

***Consultant,*** *Optimized new WordPress website.*

* A significantly improved global website worked with Digital Marketing Manager to write all metadata and image alt text.
* Performed content optimization by aligning page content to metadata.
* Performed QA/QC on the entire website using SEMrush, Screaming Frog, and Sitebulb.

**DAVID COSGROVE, *Senior Digital Marketing Specialist***

**Censinet, Boston, MA** [**WEBSITE**](https://www.censinet.com/) **2019 - 2020**

**Censinet is a B2B SaaS/PaaS solution that helps organizations address risk across their business, including vendors and third parties, patient data, medical records, research and IRB, medical devices, supply chain, and more.**

***Consultant,*** *Enhanced the entire website from strategic concepts to going live.*

* Dramatically enriched healthcare technology website and cybersecurity worked directly with CEO and the leadership team, wrote all metadata and image alt text.
* Performed content optimization by aligning page content to metadata.
* Executed QA/QC on the entire website using SEMrush, Screaming Frog, and Sitebulb.

**Rootstock Software, San Ramon, CA** [**WEBSITE**](https://www.rootstock.com/) **2012 - 2022**

**Rootstock is a B2B SaaS/PaaS cloud ERP solution on the Salesforce Cloud Platform. When combined with Salesforce CRM, Rootstock Cloud ERP offers manufacturing, distribution, and supply chain organizations a single platform to grow and manage their businesses.**

***Consultant,*** *Rebuilt the company website from the ground up*, *applying SEO best practices from top to bottom.*

* Skyrocketed customer satisfaction by improving the functionality and usability of the website.
* Drove Salesforce effectiveness, analyzed, reviewed, and optimized the company's Salesforce AppExchange presence.
* Promoted product and event awareness through data-driven social media engagement.
* Created, hosted, and fielded live Q&A, recorded and video edited recorded webinars using Adobe Premiere.

***Digital Marketing Manager,*** *Oversaw the digital marketing strategy, focusing on web-based campaigns, social media, and PPC advertising to maximize the company's digital footprint and meet marketing objectives.*

* Aligned marketing efforts with company priorities and collaborated with numerous internal business partners.
* Monitored analytics and adjusted accordingly to increase marketing results.

**David Cosgrove Los Angeles Web Design, East Granby, CT** [**WEBSITE**](https://www.davidcosgrove.com/) **2003 - Current**

**David Cosgrove Los Angeles Web Design creates unique online experiences.**

***Senior Digital Marketing Director,*** *Specialties include digital marketing, SEO, Google PPC management, online reputation management, social media marketing, designing and developing high traffic generating websites and e-commerce platforms optimized for search engines and visitors.*

* Produced a spectrum of web-focused services for a diverse client base, from start-up and Fortune 20 companies to high-net-worth individuals, including Pulitzer Prize-winning authors, Platinum-selling recording artists, and Emmy award-winning celebrities.
* Worked as a go-to creative and technical resource, working independently or as a seamless member of a client's marketing team, depending on their needs.

**EDUCATION AND CREDENTIALS**

* **BA, Music and Sound Recording**, University of New Haven, New Haven, CT.