

# Ross Pinsler

Chicago, IL

rosspinsler.com

## Profile

Content Creator and Digital Strategist at the intersection of sports, social media, and SEO. I help brands turn content and data into audience growth and organic visibility.

## Certifications

Google Analytics  
Google Digital Academy .. 2023

Information Architecture  
Nielsen Norman Group .. 2022

UX & Analytics  
Nielsen Norman Group .. 2022

Simpleview CMS  
Simpleview Brainery .. 2023

## Skills

### Digital Marketing

Social Media Management

Content Creation

Graphic Design

Adobe Creative Cloud

SEO

AEO & LEO

Citation Building

Link Building

### Web Development

WordPress Design

CMS Management

HTML/CSS

### Analytics Tools

Google Analytics 4

Google Looker Studio

SEMRush

Google Ads

Google Search Console

## Education

Saugatuck High School Diploma  
2010-2014, SAUGATUCK, MI

Graduated top 5% of class with an interest in journalism.

## Experience

### Green Thumb Industries

#### SEO Specialist

04/2024 - PRESENT, REMOTE

- Analyze seasonal trends, page performance, and search volume to deliver content and SEO recommendations, improving organic visibility and website performance for a national Cannabis Dispensary brand (RISE).
- Developed new process documentation hub in Confluence, including documenting processes for various SEO activities, establishing new processes for reporting and monthly audits, and linking Confluence pages to a new SEO JIRA board for task tracking.
- Work closely with Merchandising Specialists, Product Specialists, & Store Teams to provide blog recommendations, product listing optimizations, and to maintain accurate dispensary details across 100+ locations in 13 states.
- Execute new store openings and relocations by communicating updates from Store Teams to Web Operations, collecting/cropping store photos, making updates in Contentful, and maintaining citation and listing accuracy across Google Business, Apple Maps, Bing, etc.

### ChiSportsRoss

#### Content Creator, Social Media Manager

04/2020 - PRESENT, REMOTE

- Write, film, and edit data-driven sports analysis, broadcast to an audience of over 60,000 followers across Twitter, YouTube, Instagram, and TikTok.
- Average 50m+ impressions annually across all channels.

### Swish Theory

#### Co-Founder, Digital Marketing Director

10/2022 - PRESENT, REMOTE

- Co-Founded Swish Theory, a basketball analysis website with a team of over 30 contributors and presences on Twitter/X, TikTok, Instagram, & YouTube.
- Designed website, UX, social media branding, and on-going graphics using the Swish Theory Design Guide.
- Built custom CMS using Wordpress to create custom post types, custom taxonomies, custom field groups, and content templates.
- Average ~450k organic impressions and ~1.3k organic clicks per month.

### Windmill Strategy

#### SEO Specialist

09/2023 - 03/2024, REMOTE

- Maintain and manage all SEO activities for 14 different client accounts, including presenting monthly/quarterly reporting meetings and performing ongoing competitor and keyword analysis.
- Perform keyword research and competitor analysis to craft on-page optimization and navigation recommendations for new builds.
- Coordinate with the Project Management team to establish deadlines, future roadmapping, and to ensure SEO campaigns are communicated consistently across departments.

### Simpleview Inc.

#### SEO Specialist, SEO Sitemap Analyst

03/2021 - 09/2023, REMOTE

- Conduct content audits and build advanced sitemaps for new web builds and redesigns, utilizing advanced SEO tools to improve usability and organic ranking.
- Train and mentor SEO Specialists and Analysts, conducting knowledge shares on keyword research, meta tag writing, and content recommendations, fostering team development.

### Ventura Properties

#### Digital Marketer

05/2019 - 03/2021, TUCSON, AZ

- Directed a re-brand for A Family Storage, including designing a new logo, developing a new website, and producing mockups/design specs for buildings and digital signage.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic via Google AdWords, Facebook, Twitter, Instagram, and LinkedIn.
- Utilized Google Analytics, Moz, and SEMRush to evaluate campaign success..

### Samsung Smart Things

#### Content Writer

05/2017 - 03/2019, TUCSON, AZ

- Wrote internal, B2B, and customer-facing support content for troubleshooting Smart Home Automation systems, using tools such as Confluence, Zendesk, and Contentful.