

ALI HUSEMAN

DIGITAL MARKETING SPECIALIST

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Tampa, FL

SUMMARY

Digital Marketing Specialist with a proven track record of driving online engagement, web content optimization, and e-commerce strategy. Experienced in leading website development projects, optimizing user experience, and generating substantial revenue through effective digital marketing campaigns.

CORE COMPETENCIES

- Web Content Management
- SEO Strategy and Implementation
- E-commerce Strategy
- User Experience Optimization
- Content Marketing
- Google Analytics
- SEMRush
- Social Media Management
- Graphic Design (Adobe Photoshop, Illustrator)
- CMS Proficiency (Sitecore, WordPress)

EXPERIENCE

Web Content Specialist, MarineMax *March 2023 - Present*

- Developed and launched the new Cruisers Yachts website, Cruisersyachts.com, with 30+ pages in Sitecore 10.1.
- Spearheaded the creation of a 100+ page website for skipperbuds.com, collaborating with stakeholders and repurposing content.
- Managed weekly blog uploads on MarineMax.com and CruisersYachts.com in Sitecore.
- Pioneered best practices for blog content and kicked off a comprehensive content audit.
- Collaborated with key stakeholders to optimize content strategy and enhance the online user experience.
- Utilized Google Analytics, Google Search Console, SEMRush, and Hotjar for data-driven decision-making.
- Proficiently optimized web images using Adobe Photoshop.

Digital Marketing Specialist, Beazer Homes *June 2021 - March 2023*

- Administered Beazer's in-house CMS as a corporate admin.
- Provided training for marketing department newcomers on website and online listing best practices.
- Acted as a liaison with field representatives to improve user-generated web content and offer digital support.
- Conducted user acceptance testing (UAT) for all website and web admin developments.
- Collaborated with SEO agencies and local divisions to create 50 new SEO-optimized web pages.
- Managed and optimized 130+ Google listings for Beazer communities.
- Conducted quarterly website audits and shared monthly KPI reports.
- Led HTML formatting for marketing emails and created lead-generation content.

Freelance Digital Marketing *September 2020 - Present*

- Partnered with small business owners to develop responsive WordPress websites and optimized landing pages.
- Ensured SEO content and accessibility standards on websites.
- Managed social media content to drive traffic to brand websites.
- Created lead magnet content and implemented website forms.

EDUCATION

B.A. Mass Communications,

University of South Florida,
Tampa, FL, Dec. 2014

Minor: Professional Writing -

Rhetoric & Technology

CERTIFICATIONS

Content Marketing -

HubSpot Academy, 2023

Google Analytics 4 -

Google, 2023

Google Analytics 4 Essentials -

LinkedIn, 2023

- Utilized HTML blocks for custom modules in WordPress.
- Conducted keyword research for SEO-friendly blog posts.
- Utilized Google Analytics 4 and SEMRush for traffic analysis.
- Edited and optimized media content using Adobe Photoshop and Illustrator.

New Home Information Manager, Beazer Homes *October 2017 - June 2021*

- Wrote and optimized website content for communities, floor plans, and inventory homes.
- Launched 6 new communities and 24 floorplans on the website.
- Maintained consistent excellent quarterly web audit scores.
- Generated both text and HTML marketing emails.
- Wrote training documentation for website updates.
- Managed over 200 MLS listings and maintained relationships with sales leads.
- Achieved a 20% average lead-to-appointment conversion rate.
- Organized social media posting schedule.

Interactive Marketing Associate Manager, Busch Gardens Tampa Bay *April 2016 - September 2017*

- Led e-commerce efforts of the website redesign with over 250 pages to upgrade to Sitecore 8.1.
- Managed e-commerce strategy and product development.
- Coordinated product launches across multiple sales channels.
- Analyzed product page traffic and revenue using Google Analytics.
- Designed new page functionality using custom HTML modules.
- Advised cross-functional teams on online merchandising and product descriptions.
- Designed web graphics with Adobe Illustrator and Photoshop.

Web Content Manager, Publix Supermarkets *December 2015 - April 2016*

- Updated marketing pages on Publix.com using Sitecore 8.1.
- Maintained the internal Marketing communication WordPress site.
- Collaborated with external vendors for weekly ad content updates.
- Optimized the Publix YouTube channel for SEO.
- Trained project managers on the content submission process.

INTERNSHIPS

Marketing & Game Entertainment Intern - Tampa Bay Rays MLB, *Jan. 2015 - Oct. 2015*

Digital Marketing Intern - Busch Gardens Tampa Bay, *Jul. 2014 - Dec. 2014*

Digital Media Intern - Clear Channel Radio (now iHeartMedia), *May 2013 - Jul. 2013*