

Dylan Daly

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with hands on expertise in search engine optimization, local search visibility, website content curation, email marketing, and web analytics. Directed digital growth and customer acquisition for Orange Soft Wash, securing number one organic Google search rankings, local 3 Pack visibility, a 48.5 percent email open rate, and a 5.0 star customer rating using modern CMS administration, HTML and CSS, and data driven marketing campaigns.

TECHNICAL TOOLKIT & CORE COMPETENCIES

- **Search & Analytics:** Google Analytics 4 (GA4), Google Search Console (GSC), Google Tag Manager (GTM), Google Ads (PPC), UTM Tracking & Attribution, Local SEO, Keyword Research, Conversion Rate Optimization (CRO), Microsoft Excel (Pivot Tables)
- **Web & Content Management:** HTML, CSS, Next.js, Sanity.io (Headless CMS), WordPress, Shopify, Content Strategy, Website Architecture
- **Marketing & Campaigns:** Zoho CRM & Campaigns, Mailchimp, Meta Ads Manager, Nextdoor Business, Canva Pro, Email List Segmentation, Customer Lifecycle Workflows

PROFESSIONAL EXPERIENCE

Orange Soft Wash, LLC | Westerville, OH

Digital Marketing and Operations Lead | May 2023 to Present

- Engineered comprehensive local SEO and keyword strategy across business web properties and Google Business Profile, achieving number one organic Google search positioning and Local 3 Pack placement across Central Ohio.
- Built and maintained company web infrastructure using Next.js and Sanity.io CMS, writing valid HTML and CSS to secure 100 percent error free indexation in Google Search Console.
- Architected dedicated service area landing pages optimized for location specific queries across Central Ohio municipalities, resulting in sustained top organic ranking and inbound lead volume.
- Implemented structured data schema markup and technical site enhancements, eliminating crawl errors and accelerating search engine discovery.
- Managed multi channel paid acquisition across Google Ads, Meta Ads Manager, and Nextdoor, executing systematic split testing on copy variants and service landing pages to lower customer acquisition cost while scaling qualified seasonal lead volume.
- Migrated customer records into Zoho CRM and automated seasonal email marketing campaigns via Zoho Campaigns, achieving a 48.52 percent open rate and 97.92 percent delivery rate.
- Designed all digital and physical marketing collateral, including digital ad creative, service brochures, and direct mail flyers using Canva Pro while enforcing consistent brand guidelines.
- Engineered conversion tracking, UTM parameters, and user journey funnels in Google Analytics 4 (GA4), analyzing visitor drop off to optimize localized service landing pages and increase quote request conversion rates.

EDUCATION & CERTIFICATIONS

Google / Coursera

Google Digital Marketing & Ecommerce Professional Certificate | Completed September 2026

- **Coursework:** Search Engine Optimization, Display and Search Advertising, Email Marketing Automation, Ecommerce Store Management, Marketing Analytics and Measurement

Columbus State Community College | Columbus, OH

Principles of Marketing Coursework | August 2022 to February 2023