

Edward Panas

epanas@edforhire.com • 407.973.0437
www.edwardpanas.com • <https://www.linkedin.com/in/edwardpanas/>

Digital Marketing / Account Management Professional

Project Management • Team Leadership • Client Relationships

SUMMARY OF QUALIFICATIONS

Digital Marketing and Account Management Professional with direct and agency digital marketing experience driving sales and positive customer interactions for the SMB sector. Expertise in SEO / SEM, website development, email marketing, product marketing, account management, ecommerce, customer / market research, social media and consultative selling. Ability to write and edit code. Key contributor to reversing declining sales and profit trends at Brand Athletics Golf. Strong foundation in operations management. Gifted public speaker and teacher.

CORE COMPETENCIES

SEO / SEM • Website Design • Microsoft Excel • Public Speaking & Training
Search Advertising / Search Analytics • Digital Marketing • Google AdWords
Operations Management • Sales & Leadership • Ecommerce

PROFESSIONAL EXPERIENCE

BRAND ATHLETICS GOLF | Fresno, CA

2014 – Present

A seller of golf apparel.

Director of Sales and Marketing (Contractor)

Hired to help reverse declining sales, boost profits and improve processes.

- 22% sales increase in the first 12 months resulting in an ongoing posting of positive gross sales and net profit numbers realized by taking a fresh look at all aspects of sales, products and pricing.
- Improved operational systems and customer satisfaction by implementing a rebranding strategy that included a new logo, a revamped website and a renewed focus on stellar customer interactions.

NO LIMITS INTERACTIVE | Thousand Oaks, CA

2014 – Present

An interactive marketing agency producing ecommerce and digital marketing solutions for businesses.

SEO Specialist (Contractor)

Recruited to design and process monthly SEO reports for web design clients.

- Led the development of a comprehensive web visibility report deck that included insightful data on keyword rankings, backlink metrics and web analytics.
- Generated new accounts and retained current clients by pitching solutions in dynamic presentations.

ROGER DUNN GOLF SHOPS | Fresno, CA

2007 – Present

A global provider of golf apparel and equipment.

Digital Marketing Specialist (Contractor)

Drove long-term digital marketing activities such as website / print design, event promotion and website management and email blasts.

ED FOR HIRE | Sarasota, FL

1998 – Present

A niche consultancy providing digital marketing services for the SMB sector.

Independent Consultant

Assisted small businesses with graphic / website, application programming, commercial photography, email marketing, social media marketing, website analytics, SEO, SEM, point of sale systems and event planning.

SLEEP FIT CORPORATION | Fresno, CA

2009 – 2013

A seller of mattresses to consumers.

Vice President of Operations

Served as a buyer, merchandiser, operations manager and project lead for producing the new website.

Collaborated with staff in every company department across the US.

- Oversaw the opening of 12 stores in 3 states in the first two weeks, eventually directing the opening of 24 stores in 4 states.
- Sourced and implemented Profit Systems point of sale software platform by researching available systems, selecting the best options, procuring / installing the equipment, training the staff and migrating existing data into the new system.
- Introduced internet access by sourcing the hardware, negotiating service contracts with ISP's and driving a large-scale installation in multiple locations.
- Developed the company intranet network to facilitate training on the new system and started a staff communication portal that included a vibrant social media forum.

MATTRESS LAND | Fresno, CA

2000 – 2009

A seller of mattresses to consumers.

Operations Manager

Oversaw buying, merchandising, sales support, operations, technology solutions, marketing support providing and inventory control. Key contributor to the opening of new stores.

- Managed / balanced a \$3 million inventory in 7 distribution sites for 23 stores in 5 states at 99+% accuracy.

EDUCATION

Bachelor of Science, California State University, Fresno

CERTIFICATIONS

Microsoft Certified Professional – Excel • AdWords Certified

Certificate of Paralegal Law, San Joaquin College of Law

PROFESSIONAL DEVELOPMENT

Analyzing Your Website to Improve SEO • Becoming a Web Developer: Full Stack vs Front End
Fundamentals of Design • Data Visualization for Data Analysts • Front-end Formations • Front-end Foundations
Blasting Off with Bootstrap • Speed Reading Fundamentals • Google AdWords Essential Training
Programming Fundamentals in the Real World • Data Science and Analytics Career Paths and Certifications
Making Sense of the CSS Box Model • Foundations of Programming: Fundamentals