

CECIL HELTON

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Professional Summary

Accomplished Digital Marketing and Web Manager with extensive experience leading omni-channel campaigns, SEO/GEO for web and listings strategy/execution including website governance for multi-location business that featured both company owned and franchise locations. Proven track record of managing organic and paid channels with budgets exceeding \$1M, driving significant growth.

Core Competencies & Technical Toolkit

- **Digital Marketing:** AEO/GEO, SEO (Local/GBP, Technical, On and Off-Page), SEM & PPC, paid and organic social media, Multi-Channel Campaign Management, lead generation.
- **Web Management:** Enterprise CMS administration (WordPress, Drupal, Optimizely, SiteCore and other CMS platforms), HTML/CSS, web accessibility standards (WCAG 2.2/ADA), A/B & multivariate testing, web experimentation and personalization, conversion rate optimization, landing page design, website governance, management and optimization.
- **Tools:** Google Analytics, Artificial Intelligence and agentic search optimization, Google Search Console, Google UTMs, Adobe Creative Suite, SiteImprove, Scout, BrightEdge, Moz, Screaming Frog, semrush, Yext and more.
- **Certifications:** HubSpot Answer Engine Optimization (AEO) Fundamentals Certification, Google Advanced Search, Advanced Display, Video, and AdWords Fundamentals, CompTIA A+.

Professional Experience

Valvoline, LLC — Lexington, KY | Digital Marketing Manager (June 2020 – May 2026)

- Direct daily management of corporate websites. Achieved a 44% YoY increase in organic sessions and a 38% YoY increase in organic users in current calendar year and significant increases in KPIs, conversions and directly attributable revenue each FY.
- Delivered an average local pack listing rank of 1.x and organic SERP ranks of 1.x–6.x across the top 1,000 geographic queries for location pages and local listings.
- A/B testing and personalization across web platforms. Wait time implementation for website and numerous API rebuilds and redeployments.
- Scaled web properties and store locator platforms to successfully support business growth from 1,100 to over 2,100 locations. Transition from SiteCore to Optimizely. Comprehensive redesigns of almost all company websites.
- Generated revenue > \$250M annually attributable to organic website without an eCommerce platform.
- Deployed in-house SEM pages, eliminating the need for external agencies and achieving a six-figure annual saving.

Eastern Kentucky University — Richmond, KY | Web Strategy Manager (June 2016 – June 2020)

- Managed SEO, SEM (Google AdWords), social media (organic and paid SM, including Facebook, Instagram, LinkedIn, Twitter/X) and CRM email marketing while overseeing a 400+ website Drupal installation.

- Directed the redesign and migration of the main TLD from Drupal to WordPress, and a shift to an optimized subfolder strategy to roll all 400+ websites into top level domain, improving both site and deployment architecture and SEO performance.
- Created and delivered university-wide training programs covering CMS usage, SEO best practices, web governance, and web accessibility.

KPA/Search Optics (DigiGo) — Costa Mesa, CA / Detroit, MI | Digital Strategist (Jan 2013 – Jun 2016)

- Niche automotive agency aimed at digital marketing services for automotive dealerships. Developed and executed digital marketing strategies and media buys for paid search and social media advertising to drive sales across US and Canadian automotive clients. Conducted QBRs and joined sales calls to assist closing.
- Developed comprehensive on-page and off-page SEO content for enterprise automotive brands and individual dealership websites across my client portfolio.

CarInsurance.org — Chicago, IL | Managing Editor (Aug 2010 – Jan 2013)

- Managed a team of staff writers and photographers to produce optimized infographics, short-form, and long-form website content.
- Leveraged technical SEO and social media management to consistently generate high-quality leads for national auto insurers.

Early Career Experience

(Consolidated to emphasize leadership and technical progression)

- **Union College** | Web/Electronic Communications Manager (May 2008 – Aug 2010): Deployed a WordPress CMS for departmental websites, managed all college web/social properties, and served as an adjunct instructor for Adobe Flash Development.
- **Lake Cumberland Regional Hospital** | Marketing Director (June 2004 – May 2008): Oversaw all hospital marketing, redesigned the public website, and developed the internal intranet.
- **Kentucky State Police** | Systems Engineer IT (Jun 2002 – Jun 2004): Designed the original public-facing KSP website and served as the IT representative for executive branch projects.
- **Sumerset Custom Houseboats** | Web/IT Manager/CIO (Aug 1998 – Jun 2002): Developed the corporate website, managed IT vendor relationships, and deployed an enterprise-level CRM/ERP system.

Education & Awards

- **Master of Public Administration (MPA)** | Eastern Kentucky University
- **Bachelor of Arts (BA)** | Eastern Kentucky University
- **Associate of Arts (AA)** | University of Kentucky, SCC
- **Awards:** Education Digital Marketing Awards (2018, 2019), CASE Social Media Strategy Award (2017), KSP Civilian Employee of the Year (2003), Inc. Magazine Growing with Technology (1999).