CECIL HELTON

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Professional Summary

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

Core Competencies & Technical Toolkit

- **Digital Marketing:** SEO (Local/GBP, Technical, On/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 (WCAG 2.2/ADA), A/B & multivariate testing, web experimentation and personalization, CRO, landing page design, website governance, management and optimization.
- **Tools:** Google Analytics, Google Search Console, Adobe Creative Suite, SiteImprove, Scout, BrightEdge, Moz, Screaming Frog, semrush, Yext and more.
- **Certifications:** Google (Advanced Search, Advanced Display, Video, 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.
- A/B testing and personalization across web platforms. Wait time implementation for website.
- 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.
- Generated greater than $250M annually in sales directly attributable to website and location page visits 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)

- Developed and executed digital marketing strategies and media buys for paid search and social media advertising to drive sales across US and Canadian automotive dealerships.
- Developed comprehensive on-page and off-page SEO content for enterprise automotive brands and individual dealership websites.

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 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 (1995)
- **Bachelor of Arts (BA)** | Eastern Kentucky University (1993)
- **Associate of Arts (AA)** | University of Kentucky, SCC (1989)
- **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).