

G. Rickey Hodges Jr.

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PROFESSIONAL SUMMARY

Results-driven Marketing Director with 10+ years of experience boosting revenue, scaling brands, and driving customer acquisition. Skilled in leading teams, crafting innovative strategies, and optimizing performance through data-driven campaigns. Expertise in integrating digital and traditional marketing, scaling franchises, and enhancing SEO for measurable ROI.

EDUCATION & CERTIFICATION

Bachelor of Science in Business Administration, 2008, Anthem College Online

Google Career Certificates

- **Conduct UX Research and Test Early Concepts; Build Wireframes & Low-Fidelity Prototypes; Foundations of User Experience (UX) Design**, 2022
- **Google Analytics and Google Search Console**, 2017

Stanford Online Certificate Programs

- **Supervised Machine Learning: Regression & Classification; Advanced Learning Algorithms**, 2022

PROFESSIONAL EXPERIENCE

Owner | GR Designs Marketing Agency | Dec 2014 – Present

- Generated 200+ qualified leads per month for small businesses through integrated marketing campaigns.
- Developed cross-channel digital marketing campaigns leveraging SEO, social media, and content strategy, driving customer acquisition and engagement.
- Built and managed a successful freelance business, delivering customized web solutions and marketing strategies for 20 small businesses and startups.
- Directed end-to-end website development projects for clients across multiple industries, ensuring alignment with brand objectives and user needs.
- Managed a team of junior developers, providing mentorship on best practices in responsive design, cross-browser compatibility, and performance optimization.
- Collaborated with client stakeholders to create scalable digital solutions, driving measurable ROI and enhancing user engagement.
- Increased organic traffic by 50% for clients through targeted SEO strategies and performance improvements.

Sr. Marketing Strategist - Consultant | Mikeze LLC | July 2018 – Present

- Directed the UX and user research for a mobile app, resulting in a 150% increase in new user registrations.
- Designed and launched an onboarding landing page, generating high-quality leads and improving conversion rates.
- Implemented operational systems, including a staging server and a customized project management tool, improving collaboration and reducing project timelines by 30%.

Digital Marketing Strategist - Consultant | Atlanta Beltline Partnership | August 2023 – Present

- Designed and implemented a custom landing page with a full marketing funnel, increasing audience engagement and awareness for community campaigns.
- Developed an eligibility process to streamline applications and efficiently filter out unqualified candidates, improving the quality of submissions.
- Mapped and digitized the application process by creating an online version of the paper application using JotForm, reducing processing time and enhancing user experience.
- Created and executed email automation workflows, significantly improving registration efficiency and maintaining consistent communication with applicants.
- Collaborated with cross-functional stakeholders to align digital solutions with project goals, ensuring smooth execution and measurable impact.

Marketing Consultant | J Squared Ent LLC | Feb 2019 – Present

- Increased website traffic to 1,100 users in 90 days, with 60% driven by organic social campaigns.
- Grew brand awareness and gained 654 new users through a targeted organic social media strategy.
- Optimized direct traffic with consistent messaging, achieving a 2m 03s average engagement time.
- Conducted SEO analysis and keyword research, driving 79 new users with a 0.65 engagement rate.
- Used Google Analytics to optimize strategies, resulting in 7,036 event counts and high-converting campaigns.

Director of Marketing | Kidokinetics, LLC | April 2023 – December 2024

- Designed and implemented strategic marketing initiatives, resulting in a 120% increase in franchise leads and 300% boost in local engagement through targeted campaigns.
- Managed marketing budgets for 65 locations, improving ROI by 15%.
- Led the development of marketing automation frameworks, reducing lead response time by 40%.
- Aligned marketing with growth goals, expanding franchises from 7 to 63 locations.
- Led website redesign, increasing online conversions by 25%.
- Boosted organic traffic 300% with innovative SEO strategies.
- Created marketing kits to help franchisees run brand-aligned campaigns.

Digital Marketing Strategist | Skill Crossing | July 2019 – April 2024

- Led SEO-focused web design, boosting leads by 200%.
- Developed an internal training platform for standardized employee development.
- Provided marketing insights boosting campaign ROI with Google Analytics and Search Console.
- Aligned marketing strategies with business goals for brand consistency.

Digital Marketing Strategist | Job Support Services | July 2017 – July 2019

- Built SEO-optimized websites and landing pages, boosting leads by 200%.
- Created an internal training platform for consistent multi-location employee development.
- Leveraged Google Analytics and Search Console to optimize marketing strategies.

SKILLS

• Strategic Marketing & Campaign Execution • Digital & Cross-Channel Marketing • SEO & SEM Optimization • Marketing Automation & CRM Integration • Team Leadership & Stakeholder Engagement • Brand Development & Scaling • Web Development: WordPress, Divi, HTML, CSS • UX/UI Design: Wireframing, Prototyping, Usability Testing • Analytics & Optimization: Google Analytics • Google Search Console • Microsoft Clarity • Graphic Design: Adobe Photoshop • Adobe Illustrator • Canva

REFERENCES

Eric Mayers - *Flow ASAP CEO*
Flow ASAP

(770) 905-4566

Will Harris - *Skill Crossing CEO*
Skill Crossing

(678) 670-8793

Dave Pazgan – *Kidokinetics CEO*
Kidokinetics, LLC

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