

# Mark LaFreniere

## Digital Marketer

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### Mark LaFreniere

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### Skills

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Using my creativity to find opportunities to increase visibility for businesses. Main focus on local SEO & GMB to help businesses stand out from their competitors online using keyword research, content creation and ensuring sites fit within current Google guidelines.

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### Experience

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#### CDK Global / SEO Analyst II

June 2014 - PRESENT, Detroit, MI

- Meet with 25+ GM dealerships to learn their current focus and determine a SEO strategy that will help them gain organic traffic visits.
- Monitor analytics to determine potential website content updates to drive more traffic to the site with keyword research.
- Work with the advertising department to find opportunities where SEO can assist in getting more visits for the dealers budget.
- Send the dealers monthly reports showing organic metrics and work done the previous month. Quarterly phone calls and in some cases dealership visits to share results and update strategy as needed.
- Optimize & continue to update Google Business listings (GMB) to increase brand awareness.

#### Mr. Rooter & Co. / Digital Marketing, Graphic Design

May 2012 - June 2014, Macomb, MI

- Manage social media accounts (Facebook & Twitter) pages for six companies & update daily.
- Design advertising materials for distribution in local magazines, and other outlets.
- Manage Google Adwords PPC accounts for three companies.
- Update websites and optimize SEO to increase traffic for six companies.

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## Education

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### **Saginaw Valley State University / Bachelors in Graphic Design**

2000 - 2006, University Center, MI

Major in graphic design with a minor in marketing. Member of the football team from 2000-2005 & part of the unity council in 2005.