

Elijah Heiss

Consultant | Web Analytics & Technical Marketing | Digital Strategist | Content Manager | Blogger | Social Media Expert

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Certifications

Google AdWords Certified Partner

Google AdWords November 2013 to November 2014

Bing Ads Accredited Professional

Bing Ads December 2013

Summary

Hi, I am Elijah Heiss - a Google AdWords Certified Partner and Bing Ads Accredited Professional.

My focus is to help earn the ROI that you want. I build and manage networks of Web sites that bring in thousands of lead conversions a month for the right customers looking to buy your products.

With over 8 years of experience as a Web professional, I'm quite fluent in the many areas of my field - from planning, designing, developing, tracking, testing, managing, marketing, and optimizing.

I've personally setup and managed hundreds of online marketing campaigns, analytics accounts, and webmaster tracking tools for clients. I'm quite familiar with the many forms of inbound marketing.

Working with both car and RV dealer sites, I spend most of my time optimizing Web sites for Search rankings and finding what best drives the right kind of traffic for my client.

Not only can I build the site of your dreams, but I can also drive traffic to it.

Through proper tagging of traffic and narrowing case studies down to the preferred funnel, I've helped increase conversions up to 400% for my clients.

I do not believe in user error – just better planning and better design. I believe in constant growth and see it my duty to never stop improving my skills with the ever expanding Web landscape.

My objectives as a Web professional:

Understand and capitalize on my client's unique attributes and opportunities for users to connect with.

Deliver a great user experience, and serve as a steward for my client's audience and their needs.

Research and document the needs of my client's audience, and prioritize enhancements and new feature ideas based on audience benefit and my client's business opportunity.

Partner with client sales, engineering and design to conceive and build great products as a team.

Projects

DJAilities.com

June 2014 to Present

Members: Elijah Heiss

Web site for Rhymesayers Entertainment recording artist, DJ Abilities.

GabeHoward.com

May 2014 to Present

Members: Elijah Heiss

Web site for public speaker, Gabe Howard.

OldSchoolNewSchoolMom.com

April 2014 to Present

Members: Elijah Heiss, Sarah Fader

Setup a WordPress with redesign and migrated content from Blogger.

Weightless.net

March 2014 to April 2014

Members: Elijah Heiss

An eCommerce Web site for an Ohio based record label, Weightless Recordings. Home to artists such as Blueprint, Illogic, Greenhouse, and many more. Powered by WordPress + WooCommerce.

Oddcaste.com

July 2013 to Present

Members: Elijah Heiss

A music podcast Web site designed with a responsive, mobile first (more app and less site like) approach.

Montana3750FL.com

July 2013 to Present

Members: Elijah Heiss

Landing page design for a Montana RV product for sale.

CycloneRV.com

January 2013 to February 2013

Members: Elijah Heiss

A responsive design with a focus of driving phone calls and lead conversion.

SaintMichaelsMuskegon.com

July 2012 to August 2012

Members: Elijah Heiss

A site to help connect Saint Michael the Archangel Church of Muskegon with followers through Podcasts and digital Newsletters.

Busynessgirl.com

May 2012 to June 2012

Members: Elijah Heiss, Maria H. Andersen

A fun & exciting Web site about learning & the future of education.

RockyMountainRV.com

February 2012 to Present

Members: Elijah Heiss

A robust RV listing site for an RV dealer with some of the most high end, luxury Motorhomes and Towable RVs in North America.

HamiltonsRV.com

April 2011 to Present

Members: Elijah Heiss

A responsive RV listing site for a central Michigan RV dealer with some of the best RV products in North America.

TradeWindsRVCenter.com

March 2011 to Present

Members: Elijah Heiss

CustomerTrack.net

June 2010 to September 2011

Members: Elijah Heiss

A site for an auto lead provider, call center, and direct mail company.

YourHotLeads.com

June 2010 to September 2011

Members: Elijah Heiss

TheLeadsConnection.com

June 2010 to September 2011

Members: Elijah Heiss

Experience

Digital Media Specialist at RCP Marketing

January 2015 - April 2016 (1 year 4 months)

Search Marketer & Front End Web Developer at Lakeshore RV Center

October 2010 - January 2015 (4 years 4 months)

Lead Developer & Marketer responsible for complete site development, content strategy, user experience and inbound marketing for 200+ sites.

Web Developer at WMCarnet

June 2010 - September 2011 (1 year 4 months)

Lead Web Admin for multiple clients, working with marketing managers and art directors to ensure projects are completed on time and within budget. Responsible for all stages of Web site creation for multiple clients - from initial design and architecture to development, deployment and continual management.

Web Designer at Garvey Dental Lab

January 2003 - September 2009 (6 years 9 months)

Managed production of company Web site. Instrumental in all online marketing campaigns.

Interests

Basketball, Exercise, Travel, Music, Design, Comedy, Science, Technology, Space, History, Culture Shifts, Political Science, Documentaries, Mobile, Search, User Experience, Social Media, WordPress, Web Development, Open Source, Ubuntu, Linux, Kickboxing

Skills & Expertise

SEO

Web Development

Web Design

User Experience

CSS

Google Analytics

SEM

WordPress

Content Strategy

Organic Search

Front-end

Web Marketing

XHTML

CMS

Search Analysis

SEO copywriting

Front-end Coding

Front-end Design

HTML 5

CSS3

PPC

Website Development

Web Analytics

Web Project Management

Web Content Management

Cross-browser Compatibility

Advanced CSS
User Experience Design
Keyword Research
Search Engine Ranking
Social Media Integration
Bing Ads
Bing Webmaster Tools
Online Marketing
HTML5

Education

coLearning

2014 - 2014

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1 person has recommended Elijah

"Eli is a great asset to any group. He has a great ability to listen to what the client needs and then translate that into a great user experience on the web. Working side by side with him, I have seen a great ability to design and code for current and future trends. He is a very professional guy with great people skills. I would recommend him to any company without hesitation."

— **Matthew Richards**, worked directly with Elijah at Lakeshore RV Center

[Contact Elijah on LinkedIn](#)