

Caleb McReynolds

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SUMMARY

Digital marketing professional with 5+ years of experience building high-converting websites, driving SEO growth, and managing multi-channel campaigns. Proven ability to function as an outsourced marketing department for small businesses, delivering end-to-end solutions from website development to organic traffic generation. Currently managing a 3-property portfolio generating 8,900+ monthly organic clicks. Available for full-time W-2 opportunities.

SKILLS

- **Website Development:** WordPress, Wix, Elementor, SiteGround, Cloudflare, Lodgify integration
- **SEO:** On-site optimization, schema markup, keyword research (Semrush), Google Search Console, technical SEO
- **SEM:** Google Ads, display advertising, retargeting, A/B testing, Looker Studio reporting
- **Analytics:** Google Analytics (GA4), Tag Manager, Semrush, data analysis, conversion tracking
- **Content:** Final Cut Pro, Photoshop, Campaign Monitor, Mailchimp, blog strategy, video editing
- **Marketing Strategy:** Multi-property portfolio management, local SEO, conversion optimization, brand development

EXPERIENCE

Dead Set Digital | Digital Marketing Director / Founder (1099 Contract)

Denton, TX | May 2024 - Present

Operate as independent contractor managing SEO and digital marketing for multi-property client portfolio on project basis

- Manage 3-property portfolio (home inspections, concierge services, vacation rentals) generating **8,958 organic clicks and 1.47M impressions** across all sites in 11 months
- Built Fall River Lake Rentals website from ground up including domain setup, hosting configuration, and Wix + Lodgify integration, achieving **103 clicks and 3,350 impressions** within first year in competitive vacation rental market
- Achieved **#1 ranking positions** for primary brand keywords across all three clients, including position 1.2 for "green scene home inspections" (1,887 clicks) and position 1.1 for "zupkeep" brand keyword

- Drove **8,580 organic clicks and 1.46M impressions** for Green Scene Home Inspections through technical SEO, content strategy, and structured data implementation
- Optimized Zupkeep to achieve **10% average CTR**, significantly exceeding industry benchmarks through targeted CTA optimization and local search strategy

Green Scene Home Inspections | Marketing Analytics Specialist (1099 Contract)

Remote | Nov 2024 - Present

- Manage \$300-\$500/mo Google Ads campaigns, optimizing for click-through rate improvements and cost-per-acquisition targets in DFW market
- Created SEO-rich landing pages and blog content using Elementor and Wix, supporting **8,580 total organic clicks** over 16-month period
- Secured **top-3 keyword rankings** for multiple commercial terms including "green scene home inspections," "greenscene home inspections," and "green scene home services"
- Implemented structured data and GA4 tracking, improving conversion measurement and attribution reporting

Riddle Construction Texas Inc. | Digital Marketing Director (1099 Contract)

Remote | Apr 2025 - Present

- Built complete WordPress website from scratch including hosting setup, legacy domain migration, and mobile-responsive design
- Optimized Facebook Business Page for local discovery, increasing community engagement and local search visibility
- Provide ongoing monthly retainer services including web maintenance, SEO updates, and service content uploads

Zupkeep | SEO & Digital Campaign Consultant (1099 Contract)

Remote | Nov 2024 - Present

- Developed SEO-optimized Wix site with conversion-focused CTAs, achieving **10% average CTR** (3x industry benchmark)
- Enhanced Google Business Profile and monitored growth using GA4 and Semrush, securing **position 1.1 ranking** for brand keyword generating 150 clicks
- Generated **275 clicks and 2,760 impressions** through local SEO optimization and content strategy

Fall River Lake Rentals | Digital Marketing Director (1099 Contract)

Remote | Nov 2024 - Present

- Launched complete vacation rental website from ground up including domain acquisition, hosting setup, and Wix + Lodgify integration for booking management
- Built mobile-first design optimized for vacation rental market, achieving **103 clicks and 3,350 impressions** within first 11 months
- Implemented structured data and optimized for local Kansas lake rental keywords, achieving position 3.7 for "cabin rentals near me"

American Eagle Harley-Davidson | Marketing Content Strategist

Corinth, TX | Nov 2021 - Jul 2024

- Created and edited weekly video series using Final Cut Pro, increasing YouTube engagement by 40% year-over-year and supporting showroom traffic growth
- Managed social media and email marketing campaigns using Mailchimp, maintaining 28% open rate and 4.2% click-through rate on promotional campaigns
- Led e-commerce content strategy redesign using Elementor and GA4, improving product page conversion rates by 15% through A/B testing and user experience optimization
- Developed MAP-compliant promotional campaigns coordinating with 8+ manufacturer partners, ensuring brand consistency across digital channels

WORK STATUS NOTE

All current roles listed for 2024-2025 are independent contractor (1099) engagements performed on a project basis with variable hours. Actively seeking full-time W-2 employment with growth-focused organization.