Caleb McReynolds

Digital Marketing Manager | SEO, Content & Analytics

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Willing to relocate: Anywhere • Authorized to work in the U.S.

PROFESSIONAL SUMMARY

Results-driven digital marketing professional with 5+ years of experience in SEO/SEM, content marketing, video production, and analytics. Proven record of increasing organic traffic by 8,958 clicks and generating 1.47M impressions across multi-property portfolios. Skilled in cross-channel campaign management, conversion rate optimization, and data-driven strategy.

CORE SKILLS

SEO & Analytics: Local and technical SEO, keyword research, site audits, schema markup, Google Search Console, GA4, Semrush, DataForSEO, Looker Studio

Web & Content: WordPress, Wix, Elementor, WooCommerce, Lodgify, Google Business Profile, copywriting, content strategy, HTML/CSS

Campaigns & Media: Google Ads, Meta Ads, email/SMS (GoHighLevel, Campaign Monitor, Mailchimp), social media, photography, videography, Premiere Pro, DaVinci Resolve, Canva

EXPERIENCE

Digital Marketing Manager
Jul 2026 - Present

Modernform Cabinets and Closets | Carrollton, TX

- Run SEO for modernformcabinets.com, a WordPress site for a wholesale cabinet and closet supplier serving contractors, builders, and homeowners in Dallas-Fort Worth and nearby states.
- Write keyword-targeted location pages (Dallas, Arlington, Oklahoma) plus a rollout plan for 8 neighboring states, and category/product copy for Shaker, Slim Shaker, European, and closet lines with SEO titles and meta descriptions.
- Conduct keyword research, competitor analysis, and site audits (Semrush, DataForSEO, Search Console); track rankings weekly and fix redirected URLs, overlapping pages, and internal linking gaps.
- Plan schema markup for 18 product pages and maintain a SKU naming system; audit the print and digital catalog for pricing, SKU, warranty, and content errors.
- Manage email and SMS campaigns in GoHighLevel with custom HTML templates; run the Google review request campaign and a B2B outreach campaign targeting DFW multifamily property managers (email, calls, in-person visits).
- Coordinate the new website build with the outside web agency, setting priorities, sending fix lists, and reviewing staging work.

Business Owner / Founder
Nov 2019 - Present

Dead Set Digital | Denton, TX

- Founded and lead a full-service agency helping small businesses grow locally through web design, SEO, and sales-focused digital strategy.
- Build SEO-optimized websites on WordPress, Wix, and Elementor; configure domains, DNS, and branded email; create and optimize Google Business Profiles to improve Maps rankings.
- Client highlights: Oak Cliff BBQ Co. (WooCommerce + ShipStation e-commerce redesign); Fall River Lake Rentals, Zupkeep, and Green Scene Home Inspections (site builds, local SEO, Google Ads).
- Achieved perfect mobile PageSpeed scores for client sites and measurable traffic, lead, and conversion lifts across restaurant, home-service, retail, and vacation-rental clients.

Digital Marketing Director
Nov 2024 - Jun 2026

Green Scene Home Inspections | Dallas, TX

- Led digital strategy across paid media, SEO, content, and analytics to increase inspection bookings and North Texas visibility.
- Managed a $300-$500 monthly Google Ads budget with ZIP- and service-area-targeted campaigns; tracked keywords in Semrush, GA4, and Search Console.
- Maintained the Wix site with on-page SEO, schema, and funnel improvements; produced blogs, weekly social posts, video calendars, and email graphics; tracked traffic-to-lead ratios by inspector and region.

EXPERIENCE, CONTINUED

Digital Marketing Specialist
Nov 2024 - Jun 2026
Zupkeep | Dallas-Fort Worth, TX

- Designed and built the official Wix website (layout, mobile optimization, SEO structure, branding); connected the custom domain and implemented redirects.
- Created and optimized the Google Business Profile, helping the company rank on Google Maps and local search.
- Developed metadata, schema, and keyword-targeted content; increased organic traffic and form submissions (Semrush, Google Analytics).

Social Media & Digital Marketing Manager
Oct 2024 - Jun 2026
Fall River Lake Rentals | Dallas-Fort Worth, TX

- Built the website from scratch on Wix (design, mobile responsiveness, SEO); linked custom domains for the Wix and Lodgify booking platforms.
- Created and optimized the Google Business Profile; increased visibility through GBP and schema enhancements.
- Ran monthly social content aligned with booking seasonality; restructured the Lodgify booking site and improved mobile performance and inquiry completions.

Marketing Assistant, Content Creator & Digital Media Manager
Nov 2021 - Jul 2025
American Eagle Harley-Davidson | Corinth, TX

- Captured and edited photo/video for inventory, events, Riding Academy graduates, and weekly segments including "What's Up Wednesday" and "Bike of the Week."
- Created content for Facebook, Instagram, YouTube, Google Business Profile, and email; deployed bulk campaigns in Campaign Monitor, ensuring MAP compliance.
- Launched paid ad campaigns, tracked performance in Google Analytics and Search Console, and served as lead content creator at dealership events (real-time filming, photography, and social posting).

Social Media Marketing Intern - Goldman Sachs 10,000 Small Businesses Fellows
Sep - Dec 2021
Davis Davis & Harmon LLC | Farmers Branch, TX

- Scripted, recorded, and edited client testimonials and mission videos, then created and distributed the social content. Earned the program certificate of completion.

EARLY EXPERIENCE

Lead Preschool Two Curriculum Teacher
Sep 2020 - Sep 2021
ClubCorp | Dallas, TX

- Designed curriculum for ages 4-5; prepared lesson plans, assessed progress, communicated with parents, and mentored assistant teachers.

Certified Head Lifeguard / Certified Lifeguard
Mar 2017 - Sep 2020
Brookhaven Country Club & City of Farmers Branch | Farmers Branch, TX

- Head Lifeguard (seasonal, Apr-Sep 2019 and Apr-Sep 2020): supervised and scheduled the team, led training and emergency drills, inspected pool and equipment, managed incidents.
- Lifeguard (seasonal, Mar-Sep 2017 and Mar-Sep 2018): monitored swimmers, enforced pool rules, performed rescues and first aid/CPR, checked water quality and equipment.

EDUCATION

Associate of Science - Dallas College, Farmers Branch, TX | May 2024 | GPA 3.89

President's Honor Roll - Fall 2019 and Fall 2020 (4.0 GPA each term)

CERTIFICATIONS & LICENSES

Google Ads Certification • Google Analytics Certification • SEO Certification • Salesforce Certification • Remote Pilot Certificate • CPR Certification • First Aid Certification • Texas Driver's License, Class C, with Motorcycle Endorsement

LANGUAGES & PORTFOLIO

Languages: English (native), Spanish (intermediate) • **Portfolio:** gshi.co • boneyardfilms.org • zupkeep.com • aeharley.com • fallriverlakerentals.com