

# Aaron Weese

## Digital Marketing Consultant

After the adventure of owning a bail bond agency for almost a decade, I embarked on the next chapter in my life. I was able to take the lessons learned from marketing my own business, add some education and create a recipe for crafting and communicating compelling, new media brand messages.



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## Work Experience

### Digital Marketing Consultant Freelance

01/2013 - Present

Remote

#### Tasks/Achievements

- A retailer needed to boost his conversion rate for his email marketing. I set up and executed a program that used targeted campaigns based on both buyer personas and purchase habits. This resulted in a 25% increase in revenue from email.
- A law firm needed an online presence. I worked closely with the firm to establish a professional and compelling website that conveyed their mission and brand. This online presence resulted in an average increase of 12 qualified leads per week.
- An online SCUBA retailer needed a new blog. I built the blog page using Wordpress and contributed over 100 blog articles. This established the retailer as a thought leader and "go-to" source for information on the sport of SCUBA.

### Legislative Affairs

#### Americans for the Preservation of Bail

09/2009 - 06/2011

Richmond, VA

Grassroots Political Firm

#### Tasks/Achievements

- When the organization needed to expand their presence, I volunteered to act as a keynote speaker. I spoke on the issue of criminal justice reform at state association meetings. This resulted in 4 state associations joining the organization.

### Custom Bail Bonds LLC

#### Agency Owner

09/2003 - 07/2012

Chesterfield, VA

#### Tasks/Achievements

- I began this company as a single person operation. In partnership with my spouse, we grew the company for nearly a decade into a vibrant operation. We averaged over 8 million dollars of yearly bond volume with near zero forfeiture losses.
- When asked by the state bail association, I answered the call to serve as the Vice-President. During my tenure, I oversaw the passing of legislation that aimed at bail reform and improved pre-trial release in the Commonwealth of Virginia.

## Education

### B.A. in Communications/New Media Southern New Hampshire University

04/2016 - 05/2017

3.90 GPA

## Skills & Competences

Content Writing

Email Marketing

Social Media

Marketing Strategy

Wordpress

Multimodal Content

SEO

New Media

Inbound Marketing

Public Speaking

Public Relations

## Personal Projects

### Website Development for High School National Honor Society

- Volunteered my time to build and manage organizational website for the NHS at J.R. Tucker High School in Richmond, VA

### Taught a Wordpress workshop for artists and photographers (06/2014 - 08/2015)

- I taught a workshop for the Dare County Arts Council on Wordpress and personal branding.

## Achievements

### President's List-Southern New Hampshire University (04/2016 - Present)

3.90 GPA

### Alpha Sigma Lambda National Honor Society (01/2017 - Present)

Alpha Sigma Lambda is a national honor society with over 300 chapters in schools across the country.

### Inbound Marketing Certification-Hubspot

Expiration 3/2018

### Content Marketing Certification-Hubspot

Expiration 12/2017

### Email Marketing Certification-Hubspot

Expiration 1/2018

### PADI Divemaster

SCUBA Professional Rating

## Interests

SCUBA Diving | Kayaking | Craft Beer Brewing | Traveling