



Jeremy Levy

My interactive online CV is online at <http://streetscout.me/jeremy-levy-resume/>

Vancouver, BC,

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Freelance Digital Marketing Consultant & Photographer

StreetScout.Me + OptimizedReality.com

2008-Current

Leveraging my eye/photography skills with my ecommerce skills for several clients including a website/blog named StreetScout.Me

- Street Style + Landscape Photographer
- Develop and customize budgeted media packages tailored for clients specific needs
- Develop and roll out creative strategies for photoshoot campaign ideas with brands like Herschel, Nordstrom, ECO Fashion Week, NYFW, Robson Street, to name a few
- Preference to shoot street style helps keep cost lower and helps showcase a product look more relatable than a staged shoot
- Photographed street style at several Fashion Weeks
- Create Cinemagraphs (Moving Photos)
- Edit and process pictures and videos using Adobe products

Digital Sales Consultant

e-Dealer.ca

2014-2016

Consulting for the Director of Sales as a Marketing Strategist Consultant for dealerships across BC. I work as a consultant to help redesign or create new websites to achieve higher website visibility and conversions for clients. I specialize in local SEO and help websites get prominently positioned search engine rankings locally. I also report on conversions, funnelling success metrics, and visitor traffic to maintain a healthy cost per acquisition for each client.

- Consult marketing managers in order to help them achieve the sales goals
- Review and optimize dealerships websites to help strengthen their funnel and create more leads
- Report and optimize on Pay-Per-Click campaigns
- Analyze competitor websites and strategize on building a better user experience
- Help optimizing dealerships inventory online for higher clickthroughs which in turned created a higher turnover of inventory
- Investigating new opportunities for system enhancements or additional services



- Tracking sales processes and providing on-going reporting to sales leadership

Digital Marketing Specialist

Auto West Group: Auto West BMW, Auto West Infiniti, MINI Richmond, Performance One

2012-2013

Managed 5 brands: Auto West BMW, Auto West Infiniti, Auto West Group, and Performance One. Main objectives were implementing a strong online presence for the Auto West Group websites while managing ,tracking and reporting on several different lead sources.

- Managing our AWG website portfolio and oversee the project management of all websites.
- Developing online marketing strategies including but not limited to: email communications, pay-per-click management, social media strategies for Auto West Group
- Effectively managing the online digital marketing budget under the direction of the Group Marketing Manager.
- Strategy development and campaign management of all SEM, SEO, and Display advertising.
- Providing active online reputation management on review sites such as Google Reviews, Yelp, DealerRater.com, blogs, forums, etc. in addition to Facebook and Twitter.
- Implementing social media architecture (Facebook & Twitter contests, videos, iPad displays and other engaging content) for AWG's collection of stores.
- Researching and implementing on ways to increase traffic, engagement, and search engine optimization.
- Running and presenting website and social media analytic reports on a monthly and ad-hoc basis.
- Strategy development and monthly campaign management of all direct email communication to our database for each store within our brand portfolio.
- Ensuring online pre-owned inventory web content is actively updated and accurate, including photography and video of each vehicle.
- Contributing towards promotional activities specifically linked to AWG's web presence, such as contests, tours, and photo shoots.
- Assisting with monthly online new vehicle, pre-owned and aftersales tactical campaign executions.
- Designing online and display ads and undertaking a variety of graphic design and desktop publishing projects to support campaigns.
- Assisting with the maintenance of all AWG CRM and database systems to ensure optimal database functionality.

Special Projects

- Launched PR initiative to get Auto West BMW recognized and approved as "The Most Sustainable BMW Dealership in the World". Created and designed Green.AutoWestGroup.ca which showcased AWB \$2 million dollar eco-luxury features. Produced 11 short documentary videos showcasing there embedded eco-luxury features (See Video Here -->[The Most Sustainable BMW Dealership in the World](#)).



Launched interactive displays within the dealership to drive traffic to our green videos via mobile devices.

- Researched and implemented video/photo booth for new and pre-owned cars. Designed intro, outro with calls to action. Watch -->[Mock-Up Video](#)
- Official Photographer for events ([Golf Events](#), [Tuning and Performance Events](#))

SEO + SEM Consultant

OptimizedReality.com.

2008-CURRENT

Consulted to help redesign websites in order to achieve higher website visibility which in turn resulted in higher conversions. Specialized in SEO and helped websites get prominently positioned search engine rankings locally and globally. Also reported on conversions, funneling success metrics and visitor traffic to maintain a healthy cost per acquisition.

- SEO and SEM to maintain first page rankings on Google
- Specialized in analyzing metrics and conversions
- Monthly research on developing ranking algorithms for Google, Yahoo, Bing
- Consulted clients for website development & launch
- Design and Maintain websites which included full integration into social networks
- Consulted for SEO companies: BlueHatMarketing and NVI

Product Manager

Future Electronics.

2005-2007

Responsible for increasing sales and margins of various electronic components, while remaining informed of the latest market trends and product offerings in order to assist inventory profiling.

- Book business at the appropriate margin, whilst optimizing profitability and maximizing revenue, based upon comprehensive knowledge of the markets, suppliers, products, strategies and customers.
- Driving sales and developing product awareness within marketplace, increasing the awareness of the product within the sales organization.
- Supporting marketing and sales teams with data analysis using trends, comparison highlighting and communicating key insights.

Inside Sales Representative

Future Electronics.

2003-2005

Generating and qualifying new sales opportunities. Working as part of an integrated sales team and focused on identifying opportunities to sell electronic components.

- Developing new and emerging account base through cold calling, networking and contacts.
- Receiving feed back from customers on prices and market trends so I could report back to marketing



New and Used Car Sales Representative

Cite Nissan and Mitsubishi

2000-2003

- Selling new and pre-owned vehicles. Updating 3rd party inventory listings. Built and maintained dealership website.(Wordpress)
- Achieved national award for top 10 sales people in Canada for Mitsubishi (2003)

Assistant Sales Manager

Rogers AT&T

1998-2000

- Supporting and cultivating the sales of telecommunication devices at the corporate level. Implementing network and inventory software for our remote kiosk located in the Eaton Center.
- Reporting on sales and budget. Instilling company values and developed the business through gaining a solid understanding of local competition.

Education

John Molson School Of Business - Concordia University

1997-2000

BA *Marketing Communications*

Skills

Lightroom, Photoshop, InDesign, Premier, After Effects, Screenflow, Dreamweaver, WordPress, HTML, CSS, PHP, MySQL