

Sean Ritchie

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A tech-savvy, digital marketing and writing professional focused on building business. Versed in all aspects of marketing campaigns from concept development to execution and launch. A skilled editor and content strategist, proficient in overseeing projects and experienced in managing a team. Accomplished in website creation and management, SEO, SEM and analytic tracking. Expert in cultivating online media outlets and digital footprints.

Career Highlights

- Building SunCity Paradise and its internship program from scratch, with no capital, just motivation, a vision and a dedicated team.
- Attaining, coordinating, conducting and producing 300+ celebrity interviews.
- Sitting member of Ramapo College's Communication Arts Alumni Advisory Board.
- Growing On The Go from a 32-page, quarterly publication to 56 pages in six issues. Increasing revenue from \$105k/issue to \$177.5k/issue.

Awards

On The Go received a Travel Weekly national award for marketing excellence.

Skills

- Business & Marketing Plans
- Writing & Editing
- Social Media & E-mail Strategy
- SEO & SEM Plans
- Analytics & Basic HTML
- WordPress, AEM, Demandware & Others
- Project Management
- Media & Public Relations

Experience

Founder Sept 2017 - Present



SR Digital Management

- A digital agency primarily specializing in analytics, content management, custom WordPress websites, digital marketing consulting, SEM, SEO and website audits.

Founder & Editor-in-Chief Aug 2012 - Present

SunCity Paradise



- Conceptualized, envisioned and founded SunCity Paradise.
- Established internship program with Ramapo College of New Jersey where we have helped graduate 22 students and counting.
- Grew public relations partnerships with 70+ agencies worldwide.
- Expertly leveraged content for increasingly higher-profiled interviews across the entertainment and sport industries.
- Coordinate, edit and publish all content output in AP Style.

Digital Content Specialist Mar 2014 - Sept 2017
Revolution Digital



- Led agency in all analytic, content and SEO strategy.
- Strategized, coordinated and built KPMG's FRV & XDE websites.
- Developed and implemented Chapstick's, Daily's Cocktails' and Emercen-C's new website SEO strategy.
- Advised technical department on the latest content, social, analytic and SEO best practices across all brands agency wide.
- Brands: Pfizer, Honeywell, Eggland's Best, NUK, Schwarzkopf, Neocate, Summer's Eve, Harvest Hill, Castrol, Dannon, Right Guard, Dial, New York Style, Bar-S, Evian, Sprout and more.

Editor & Writer | Marketing Coordinator Mar 2010 - Nov 2013
GOGO Worldwide Vacations



- Oversaw all aspects of On The Go Magazine's creation and content strategy.
- Managed writing team, while editing all articles and issue design.
- Wrote company press releases, coordinated trade advertisements, planned and carried out marketing initiatives.
- Reported on all web and social analytics.
- Supported GOGO agents on all facets of the company's Calypso booking system and oversaw all client airline itineraries.



Education

Ramapo College of New Jersey | BA Degree: Communication Arts
Concentration: Journalism | August 2011