

Greg Banig | Digital Marketing Executive

2693 Brunswick Lane • Hudson, OH • 44236

www.gregbanig.com • greg@gregbanig.com • (330) 281-8421

TECHNICAL CAPABILITIES

Paid Channels

Google Ads
YouTube Ads
Bing Ads
Facebook/Instagram Ads
LinkedIn Ads
Twitter Ads
Amazon Ads
AdRoll
Outbrain, Taboola

Organic Channels

Website Development
Content Management Systems
(Joomla, WordPress, Drupal)
SEO
Social Media Strategy
Content Marketing Strategy

Analytics, Survey, Research

Adobe Marketing Cloud
Google Analytics
Qualtrics
Quantcast

E-Commerce

Google Merchant Center
Google Shopper Ads
ebay, Amazon feeds
Shopify, Magento

Affiliate Marketing

Linkshare
Commission Junction
Ebay/PepperJam

Landing Pages

Unbounce
Lead Pages

Creative

Adobe Creative Cloud (Photoshop,
Illustrator, InDesign, Fireworks)

Testing & Optimization

Adobe Marketing Cloud
Google Analytics Experiments
Visual Website Optimizer
Optimizely

CRM, Email, Lead Nurturing, Personalization

Pardot
InfusionSoft
Salesforce
Zoho
HubSpot

Website Development

Adobe Dreamweaver
WordPress
Joomla