

Greg Banig | Senior Marketing Leader

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TECHNICAL CAPABILITIES (experience in years)

Paid Channels

Google Ads (10+)
YouTube Ads (7)
Bing Ads (10+)
Facebook/Instagram Ads (5)
LinkedIn Ads (5)
Amazon Ads (4)
AdRoll (8)
Outbrain, Taboola (6)

Organic Channels

Website Development (10+)
SEO (10+)
Social Media Strategy (10+)
Content Marketing Strategy (10+)

Analytics, Survey, Research

Adobe Marketing Cloud (4)
Google Analytics (10+)
Qualtrics (2)
Quantcast (2)

E-Commerce

Google Merchant Center (7)
Google Shopper Ads (7)
ebay, Amazon feeds (7)
Shopify, Magento (5)

Affiliate Marketing

Linkshare (4)
Commission Junction (4)
Ebay/PepperJam (4)

Landing Pages

Unbounce (5)
Lead Pages (5)

Creative

Adobe Creative Cloud -
Photoshop, Illustrator, InDesign
(10+)

Testing & Optimization

Adobe Marketing Cloud (4)
Google Analytics Experiments /
Google Optimize (4)
Visual Website Optimizer (8)

CRM, Email, Lead Nurturing, Personalization

Pardot (6)
InfusionSoft (10+)
Salesforce (10+)
Zoho (5)
HubSpot (3)

Website Development

Adobe Dreamweaver (10+)
WordPress (10+)
Joomla (10+)