

Nathaniel Skipper

Digital Marketing Specialist

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SUMMARY

BBA candidate (May 2027) with two years of hands-on experience in WordPress, technical SEO, and custom site builds, seeking a full-time digital marketing or web & SEO specialist role. I build and optimize websites that bring in measurable results: 70+ organic leads and a jump from page four to page two on Google for a construction client, and +44% impressions from a WordPress migration with zero SEO loss.

SKILLS

Web Development: HTML, CSS, JavaScript, WordPress (Elementor), Joomla, GoHighLevel, PHP (AI-assisted), Custom Site Builds, Responsive Design, UX/UI Design

SEO: Technical SEO, On-Page SEO, Schema Markup, Yoast SEO, Keyword Research, Site Migrations, Core Web Vitals

Analytics: Google Analytics 4 (Certified), Google Search Console, SearchAtlas, Performance Reporting, Lead Tracking Dashboards

Marketing & Content: Content Strategy, Copywriting, Brand Positioning, Email Deliverability (DKIM/DNS), Adobe Photoshop, AI Tools

EXPERIENCE

Digital Marketing Specialist | Multiply the Church Inc | Norfolk, VA | Oct 2025 - Present

- Drove +44% impressions (3.58K to 5.14K), +20% clicks (197 to 237), and avg. position gains (9.5 to 8.3) within 30 days of migrating OV Church from Squarespace to WordPress, with zero SEO loss
 - Rebuilt a 22+ page site architecture for cleaner navigation, content structure, and user flow
 - Ran day-to-day WordPress work across client sites: content, plugins, Yoast SEO, and performance checks
 - Restored Table Church's broken tablet layout with 300+ lines of custom CSS
 - Supported B2B marketing on multiplythechurch.com, the agency's site for churches and ministries: on-page SEO, copywriting, and Missions May campaign landing pages
 - Set up DKIM and DNS authentication for 7 client domains so their email reaches inboxes instead of spam
- Tools: WordPress, Yoast SEO, Joomla, GoHighLevel, HTML/CSS, Google Search Console, Google Analytics, SearchAtlas, Adobe Photoshop

Independent Marketing Consultant | Gleaton Construction | Hampton Roads, VA | Nov 2024 - Present

- Generated 70+ organic-search leads since the new site launched in August 2025
- Moved average Google position from 40.4 to 17.1 and grew clicks 79% (34 to 61) year over year through ongoing technical SEO
- Replaced an underperforming WordPress site with a custom HTML/CSS/JavaScript build designed around lead capture
- Built a lead monitoring dashboard that tracks every lead and the page it came from, so the owner sees which pages produce work

Tools: HTML/CSS/JavaScript, Schema Markup, Google Search Console, Google Analytics, SearchAtlas | View: gleatonconstruction.com

PROJECTS

Perks Creatives Woodworking | 2026

- Directed an end-to-end brand site build for a veteran-owned hardwood and CNC engraving business using AI-assisted development
- Owned brand positioning, color palette, content, and page structure; reviewed every page before launch

Tools: AI-assisted development, HTML/CSS | View: perkswoodworks.com

EDUCATION & CERTIFICATION

Bachelor of Business Administration | Virginia Wesleyan University | Expected May 2027

Google Analytics Certification | Google Skillshop · **Languages:** English (Fluent), Spanish (Conversational)