

COURTNEY HERDA

digital marketing strategist

ABOUT COURTNEY

Courtney Herda is the founder and CEO of Smarter Searches, an award-winning digital marketing agency providing SEO, PPC, social media, web design, and branding services to small- and medium-sized businesses.

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PROFESSIONAL EXPERIENCE

Founder and CEO

SMARTER SEARCHES
OCTOBER 2012 - PRESENT

- Create customized digital marketing strategies to grow businesses in a wide range of industries and improve their internet presence
- Execute and implement Search Engine Marketing and PPC campaigns, Search Engine Optimization (SEO), and Social Media Marketing programs to bring qualified traffic and generate leads for small businesses by thinking strategically to save money and improve ROI.
- Manage and run a team of 6 employees to provide demonstrable ROI.

Adjunct Faculty

UNIVERSITY OF TENNESSEE, KNOXVILLE
HASLAM SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING
AUGUST 2018 - PRESENT

- Created and designed the course Marketing 465 - "Digital Marketing Strategy"
- Additional course of instruction:
 - Marketing 350 - Consumer Behavior (Fall 2021)

Search Engine Marketing Manager

SCRIPPS/EW SCRIPPS/SCRIPPS SEM AGENCY
2007 - 2012

- Actively built, managed, and optimized more than 400 local and national SEM accounts for clients advertising with the Scripps SEM agency, a member of Google's Premier SMB Partnership.
- Optimized and monitored account performance, lowering cost per click, increasing position and click-through rate, and improving revenue results. Established industry-specific databases of negative keywords.
- Created and implemented a training presentation and ongoing national training calls for product specialists in sales and retention of search engine marketing customers; wrote 45-page in-house training manual for SEM.

Financial Peace University Web Marketer

THE LAMPO GROUP
2006-2007

- Designed and optimized PPC campaigns, accelerating PPC leads by more than 550%.
- Optimized web presence with SEO techniques improving overall Alexa traffic score.
- Wrote, edited and redesigned web site content; composed and edited e-newsletters and promotional emails for up to 300,000 subscribers.

VOLUNTEER & BOARD EXPERIENCE

Board of Directors

A STEP AHEAD FOR EAST TENNESSEE
2017 - PRESENT

Education Investment Committee

UNITED WAY OF GREATER KNOXVILLE
2018 - 2020

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PRESENTATIONS

AMA Knoxville Conference 2019 - "11 Ways to Turn Your Digital Marketing Strategy Upside Down"
Pubcon Florida 2018 - "Advanced PPC Techniques"
Pubcon 2017 - "B2B Guide to Engaging Content and Ad Copy"
Pubcon SFIMA 2016 - "Demystifying Google Analytics"
AMA Knoxville Conference 2016 - "Sorting Out Your Content Strategy"
Pubcon 2016 - "Secrets of Google Ads Auditing" / "Cross-Channel Paid Advertising: PPC and Paid Social"
Pubcon 2015 - "Tracking Digital Performance In Analytics"
SEMPO Global 2015 - "Understanding the Internet of Things"
Search Engine Strategies 2013 - "PPC Auditing Frameworks"
AAF Knoxville 2013 - "Converged Media - The New Approach to Advertising"

INDIVIDUAL AWARDS

- American Advertising Awards, Hall of Fame, 2020
- Pinnacle Awards, Young Entrepreneur of the Year, 2017
- 40 Under 40, Knoxville Business Journal, 2017
- Big Wig Awards, Best Digital Strategist - Knoxville, 2015

ACCOLADES

- Top 20 Digital Strategists 2020, Digital Strategy Institute
- Top 20 Digital Marketing Strategists for 2015, Online Marketing Institute
- Top 15 Most Influential Educators In Digital Marketing for 2015, Online Marketing Institute
- 25 Experts to Meet at Pubcon 2015, Forbes

ADDITIONAL SKILLS & CERTIFICATIONS

- Fluent in French
- Proficient in WordPress, HTML, and CSS
- Google Ads Certified: Search, Display, Shopping, and Video
- Google Analytics Certified
- Hubspot Certified (Social Media & Content Marketing)
- BingAds Accredited Professional

ACADEMIC BACKGROUND

University of Tennessee, Knoxville

M.A. PROGRAM
2005-2006

- French
 - Focus - Literary theory and cinematic adaptation

Vanderbilt University

B.A. EUROPEAN STUDIES
2002-2005

- Interdisciplinary focus: Political and Economic Structures of Europe
- Senior Thesis: European Federalism and the Birth of the European Union
- Minor in French and Economics
- Research Assistant - Department of Political Science

ADDITIONAL TRAINING & NON-CREDIT COURSES

Disney Institute

DISNEY'S APPROACH TO LEADERSHIP
EXCELLENCE
2020

Cornell University

INTERNET MEDIA LAW (COURSE)
DEVELOPING A SOCIAL MEDIA VOICE (COURSE)
SOCIAL MEDIA IMPACT (COURSE)
2014

Harvard University

BIG DATA AND ANALYTICS (COURSE)
2013