

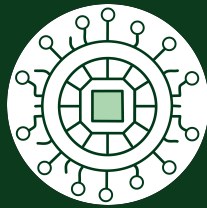
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Joseph R. Cashman

Senior Digital Marketing Leader

Personal Bio

Outside of his professional work, Joseph values time in nature, creative projects, and wellness. He enjoys hiking, camping, and other outdoor activities with friends, which keep him grounded and energized. His long-standing interest in mindfulness, yoga, and personal growth reflects a thoughtful, balanced approach that informs his work and relationships.

Skill Sets

- Strategic Digital Marketing Leadership
- Search and Content Strategy
- UX, Web, and SEO
- Analytics, Performance Optimization
- Creative Direction and Video

Education

Chapman University — B.A. in Communication, Minor in Graphic Design
Magna Cum Laude; Lambda Pi Eta Honor Society; Gamma Beta Phi Honor Society; Awarded "Most Promise in Professional Advertising (Creative)"

Fullerton College — Associate of Arts Degree
Dean's Honor Roll

Certifications
Google Analytics Certification
HubSpot Certifications: Content Marketing, Digital Marketing, SEO, Inbound Marketing

Languages

- English - Fluent
- Spanish - Intermediate

Executive Summary

Over 23 years of experience building and optimizing digital ecosystems that align strategy with measurable results. Offers expertise in search, content, UX/UI, analytics, web, creative production, and brand development, with a collaborative and adaptable leadership style. Skilled at both guiding strategy and executing work, from research and messaging to design, video, and performance optimization.

Resume

DigiM Consulting, a RAJA LLC Entity - Los Angeles CA Founder & Senior Digital Marketing Consultant | 2020–Present

Lead a flexible consulting practice providing senior-level digital marketing strategy and hands-on execution across SEO/GEO, UX/UI, analytics, content, branding, and multimedia production.

- Advise organizations on digital strategy, SEO/GEO research, content planning, and user experience improvements to strengthen visibility, engagement, and conversion.
- Design, optimize, and support websites and landing pages with responsive UX/UI, search-aware structure, and practical recommendations aligned to each client's CMS, audience, and business goals.
- Produce and refine a wide range of marketing assets, including copy, graphics, presentations, photography, video, and branded collateral, helping clients maintain a cohesive and effective digital presence.
- Use analytics, SERP research, competitor review, and ongoing performance monitoring to guide decisions, improve campaigns, and keep marketing efforts tied to measurable outcomes.
- Partner directly with leadership and internal teams as a nimble senior resource, offering both project-based and ongoing consulting support tailored to changing priorities and budgets.

Tribeca Companies / Spot On Sciences - San Francisco Senior Digital Marketing Manager | Dec 2019 - Jun 2020

Recruited to rebuild digital marketing for Spot On Sciences, rapidly launching core marketing, PR, CRM, and content initiatives before operations paused due to the COVID-19 pandemic.

- Migrated marketing operations to HubSpot to drive SEO growth, enhance UX, and strengthen the digital foundation.
- Developed email marketing and automated lead-nurturing workflows, sorting compliance-sensitive communications.

- Coordinated PR efforts with Racepoint Global and developed a strategic outreach plan and budget for industry engagement.
- Streamlined the resource library for greater accessibility and collaborated with internal scientists to create a lead-generating analyte panel asset.
- Supported the rollout of HubSpot Sales Pro and used Google Analytics and Search Console to track performance and guide optimization.

Neoteryx LLC, Torrance
Digital Marketing Manager | Sept 2016 – Nov 2019

Led digital marketing strategy and execution for a disruptive life sciences brand, achieving significant gains in lead generation, organic visibility, and user experience through integrated web, content, and creative initiatives.

- Directed digital marketing across SEO, content, web, and creative, resulting in a 300% increase in online lead generation.
- Consolidated website subdomains and overhauled the user experience to create a more intuitive, accessible, and conversion-focused web presence.
- Led market research, keyword strategy, and SEO-driven content development to expand visibility and attract targeted audiences.
- Managed creative and compliance-sensitive marketing production, including HubSpot UX, web development, art direction, photography, and videography.
- Improved the organization of scientific resources and created a consolidated analyte reference asset, contributing to a 100% year-over-year traffic increase and over 200% growth in organic traffic.

John Paul Mitchell Systems, Century City
SEO Specialist | Mar 2015 – Sept 2016

Established and led foundational SEO strategy for a major beauty brand, improving site structure, technical performance, and search visibility across corporate and education-focused web properties.

- Re-engineered the Education site from a subdomain to a subfolder structure, enhancing SEO performance, site architecture, and tracking integrity.
- Updated HTML, metadata, and technical SEO elements in collaboration with developers and IT to improve page speed, code quality, and overall site performance.
- Managed Google Analytics and Search Console implementation, including goal tracking for the main site and a network of more than 100 school sites.
- Executed technical SEO initiatives including schema recommendations, XML sitemap submissions, and on-page optimization to increase visibility and support ongoing growth.
- Developed and optimized Google business profiles for the school network to strengthen local search presence and brand consistency.

Social Networx, Rancho Cucamonga
Digital Marketing Manager | Dec 2013 – Mar 2015

Led cross-functional digital marketing, branding, and training initiatives for a real estate-focused digital agency, supporting both client success and internal operational efficiency.

- Directed content marketing and digital branding initiatives for real estate-focused clients, including social media strategy, online positioning, and website content development.
- Managed and mentored web and content teams, providing guidance on CRM systems, CSS, graphic design, and SEO-friendly web development best practices.
- Worked directly with clients to clarify brand identity, shape marketing direction, and support the development of website content and business proposals.
- Authored training manuals and instructional videos for MLS/IDX WordPress templates, creating self-service resources that improved efficiency and reduced support needs.
- Helped elevate company visibility by producing print and digital marketing collateral and providing voice talent for promotional video content.

Moderustic, Rancho Cucamonga
Marketing Manager | Dec 2010 – Dec 2013

Expanded responsibilities from website optimization to digital marketing, ecommerce, and business strategy, modernizing the brand's online presence and driving substantial sales growth.

- Improved website performance through technical SEO, metadata optimization, and layout enhancements that strengthened visibility and usability.
- Established the company's first Google Analytics account, providing a foundation for data-driven decisions and ongoing site improvements.
- Influenced a strategic shift toward custom work, resulting in increased custom orders that became a major source of company revenue.
- Launched a new e-commerce presence on Volusion, including template customization, product staging, photography, and payment and shipping setup.
- Produced marketing and product support materials including catalogs, price sheets, technical documents, and social media content, contributing to a fivefold increase in online sales.

IEHP HMO, San Bernardino, CA
Marketing Manager | Feb 2008 – Dec 2010

Led internal marketing and communications for a healthcare organization, managing brand-aligned campaigns, creative production, and operational improvements that strengthened team workflow and public-facing materials.

- Managed internal communications and advertising teams to support corporate objectives, brand standards, and new product campaign development.
- Oversaw creation of marketing and communications materials across print and promotional channels, including direct mail, newsletters, billboards, event materials, press releases, logos, and custom illustrations.
- Improved team operations by restructuring the department's server database, standardizing InDesign as the core production platform, and redesigning project tracking systems and folder structures.
- Identified and resolved technical workflow issues across departmental computers, improving day-to-day coordination and production efficiency.
- Created standards and policy guidelines for the department and earned industry recognition, including 3 Gold HBRMA Awards and 3 Bronze ADDY Awards.

If interested in learning more about my work history contact me at contact@digim.consulting

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