

# JEFFREY HELLMERS

## DIGITAL MARKETING SPECIALIST

SEO | WORDPRESS | EMAIL | LANDING PAGES | SALES FUNNELS | CONTENT

Houma, LA - Remote | (228) 342-2123 | [jmhellme@yahoo.com](mailto:jmhellme@yahoo.com) | [webicist.com](http://webicist.com)

REMOTE READY  
DIGITAL MARKETING

### PROFESSIONAL SUMMARY

Self-employed digital marketing and web professional with 10+ years of experience helping small businesses turn websites, search, email, and content into connected marketing systems. Combines practical strategy, clear messaging, technical implementation, and continuous improvement across SEO, WordPress, landing pages, funnels, and campaigns.

### CORE EXPERTISE

#### SEARCH & CONTENT

SEO / SEM | Keyword Research | On-Page SEO  
Content Strategy | Content Planning | Video Marketing  
Affiliate Marketing | Ecommerce

#### WEB & CONVERSION

WordPress | HTML | Mobile-Ready Landing Pages  
Email Marketing | Lead Nurture | Sales Funnels  
Split Testing | PPC Support | Conversion Focus  
ChatGPT | Prompt Engineering | Generative AI

### PROFESSIONAL EXPERIENCE

#### Webicist | Founder & Digital Marketing Consultant

2016 - Present

[Freelance / Self-Employed](#) | [Houma, LA + Remote](#)

- Advise small businesses on connected strategies spanning websites, search, email, content, and customer journeys.
- Translate offers, audiences, challenges, and growth goals into focused, practical digital marketing roadmaps.
- Plan keyword targets, improve on-page SEO, and develop content direction that strengthens search visibility.
- Build and improve WordPress websites and mobile-ready landing pages with clear messaging and calls to action.
- Connect lead capture, follow-up email, sales pages, and nurture content into cohesive conversion paths.
- Support campaign optimization through message testing, page refinements, split testing, and performance review.
- Apply ecommerce, affiliate marketing, video marketing, and PPC support based on each business objective.
- Manage projects from discovery and planning through build, launch, review, and iterative improvement.
- Use prompt engineering and AI for research, content creation, repurposing, and workflow automation.

### CONSULTING APPROACH

|               |                                                     |               |                                                  |
|---------------|-----------------------------------------------------|---------------|--------------------------------------------------|
| <b>LISTEN</b> | Define the offer, audience, challenge, and outcome. | <b>BUILD</b>  | Create pages, content, campaigns, and follow-up. |
| <b>PLAN</b>   | Create a focused, realistic marketing roadmap.      | <b>REFINE</b> | Review response and improve the next move.       |

### SELECTED VALUE

Clear strategy | Useful marketing | Technical execution | Responsive client communication | Remote delivery

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### TECHNICAL FOUNDATION

More than 10 years of IT support experience strengthens digital work with methodical troubleshooting, technical fluency, clear documentation, reliable follow-through, and the ability to communicate complex ideas in practical language.

#### Jindal Tubular | IT Support Specialist

Nov 2022 - Jul 2024

- Delivered Tier I/II support across computers, software, printers, phones, accounts, and network equipment.
- Managed Active Directory accounts and resolved hardware, software, Microsoft 365, and connectivity issues.

#### JenCare | IT Support Manager

Mar 2014 - Jun 2014

- Supported four healthcare facilities, migrations, encryption, and incident management in Cherwell.

#### Dan Source | Service Desk Technician

Jul 2013 - Mar 2014

- Supported approximately 84,000 Marine Forces Reserve personnel and civilian users in a high-volume environment.
- Resolved Active Directory, Windows, VPN, printer, and software issues while meeting SLA expectations in Remedy.

#### Shamrock Energy Solutions | IT Technician

Nov 2010 - Jul 2013

- Supported more than 300 users and built, imaged, upgraded, and deployed Windows workstations.
- Saved more than \$50,000 through equipment refurbishment and redeployment.

### EDUCATION & CREDENTIALS

#### EDUCATION

**B.S. Information Systems**

University of New Orleans

#### CERTIFICATIONS

CompTIA A+ | Security+ | Project+

CIW Web Foundations | CIW JavaScript

### DIGITAL MARKETING FOCUS

Small-business strategy | Search visibility | Conversion paths | Marketing technology | Client consulting

PORTFOLIO webicist.com

Available for remote opportunities