

Val Pal

type val.bio into your web browser to view current projects

San Francisco, CA 94133

Val.Notman.cms@gmail.com

+1 415 480 4581

<https://val.bio/>

Marketing Manager, Senior Wordpress Developer, Google Ads Certified, AWS Cloud Developer Certified, Content Maker. Monetized on Youtube.

Authorized to work in the US for any employer

Work Experience

Head Of Marketing (Healthcare)

NTXVV - Dallas-Fort Worth, TX

January 2023 to Present

- Created & Managed Healthcare Google Ad Campaigns (approximately 9K per month in spend) , Edited Short Form Video Content For Social Profiles. Programmed New Websites + CPC landing pages, optimized websites for SEO and brought traffic up from 5k visits per month to a little over 20k visits per month from organic search.
- Created a complete CRM funnel to manage, track, and qualify leads from paid and organic sources. Created Custom programatic & configurable cross-platform integrations between our healthcare EHR/EMR and CRM/analytics platforms in order to track and nurture leads from first contact through to post care. Reported to CEO

Technical Project Manager/ AWS Cloud Developer (Healthcare)

Strategic Dental Executives - Dallas-Fort Worth, TX

June 2020 to June 2022

- Lead a development team of four software engineers. Utilized traditional Programming methodology to create internal company apps and public websites.
- Integrations: Revamped the recruiting department's lead funnel. Utilized programatic & configurable APIs in order to create seamless one to one integrations across seven lead management software platforms, including: Monday.com boards, SalesMsg, DialPad, Calendly, Mailchimp, BreezyHR, and our custom CRM.
- Performance Marketing: Managed 30+ company websites. Performed monthly audits for Load Speed, search engine optimization, security, and best practices
- Cloud Development: Utilized Amazon Web Services EC2 instances to run wordpress websites, configured with Nginx Servers on Ubuntu. Reported to Head of Product & CEO

Web Developer

Freelance - San Francisco Bay Area, CA

May 2017 to May 2020

contracted with digital marketing agencies to assist with web development projects that they were unable to manage in house.