

Joel Gratcyk

Senior Digital Consultant + Website/SEO Specialist Seeking Remote Work

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EXPERIENCE

Fried Egg Burger, Chicago, IL — Senior Digital Consultant

June 2020 -PRESENT

Digital Consulting is one of my absolute favorite things to do. The job allows me to interact with customers & prospects, share about new & existing products, answer questions, and help make people's day better all from my laptop or phone. The goal of every consultant should be to put a smile on people's faces through informational conversation, solved problems, improved numbers on reports, and the occasional conflict resolution moment when multiple stakeholders are involved.

I build functional and goal exceeding projects that often include product marketing, people management, SEO, WordPress/Plugin/Theme Development, social conversations, and more.

Daddy's Grounded, Chicago, IL — Blogger/Writer

October 2012 - PRESENT

Daddy's Grounded is a personal writing and content production project that has opened many opportunities I would not have had otherwise including working with companies like Netflix, Dreamworks, Best Buy, Facebook, and Novartis. Gathering data on traffic, coverage, and impact have become second nature.

PROJECTS

Brewery Finder — Global Craft Beer Directory

A WordPress hobby project that involves talking with brewers, attending beer events, and generally having a good time online with WordPress, PHP, Python, Social Media, Press Releases, and what3words.

Five Iron Frenzy — 2x Successful Kickstarter Campaigns

I ran the crowdfunding campaigns in 2013 & 2020 that netted roughly \$409,000 combined. I worked as a creative & project lead managing over a dozen people (band members, touring staff, merch volunteers, etc), press coverage, social conversation, and online/in person events.

SKILLS

Growth Marketing
Email Strategy
Social Media Planning
Customer Service
Interpersonal Skills
Conflict Resolution
Great Listener
Social Media Strategy
SEO / SEM
Content Strategy
Content Editor
Copywriter
WordPress Theme & Plugin Development
HTML / CSS
PHP
Python
MySQL

EDUCATION

College of DuPage,
Glen Ellen, IL —
A.A.S. Marketing

Google,
Coursera —
Data Analytics Certificate
(In Progress)