

Heber Ahlstrom

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Summary

Digital Marketing & SEO Specialist with 8+ years of experience helping businesses improve their online presence, drive organic traffic, generate leads, and build digital assets through SEO, content, paid advertising, email marketing, websites, funnels, and modern AI tools.

Experience

Independent Digital Marketing Specialist

10/2022 - Present

- **Improved organic search visibility** through keyword research, on-page optimization, content strategy, and off-page SEO.
- **Managed Google Ads and Meta Ads campaigns** focused on generating leads, customers, and measurable business results.
- **Created and managed targeted email marketing campaigns** using segmentation, automation, and personalized content to improve engagement and conversions.
- **Created and managed content** for blogs, websites, and social media, helping businesses increase audience engagement and generate leads.
- **Built 500+ websites and landing pages combined** with a focus on usability, SEO, and conversion.
- **Created and optimized high-converting opt-in pages and lead magnets** to grow email subscriber lists and generate leads.
- **Managed CRM systems and sales processes** to track leads, customer interactions, and opportunities.
- **Developed and executed social media strategies** designed to increase audience growth and engagement.
- **Wrote website, landing page, email, advertising, and sales copy** designed to drive engagement and conversions.
- **Used analytics and SEO tools** to monitor website performance, identify opportunities, and make data-driven marketing decisions.
- **Used AI tools and coding assistants** to rapidly prototype and build websites, web applications, automations, and digital tools.
- **Worked with AI models, agents, APIs, and automation workflows** to streamline research, content creation, development, and repetitive tasks.
- **Created AI-assisted visual and multimedia content** including images, graphics, audio, and other digital assets.

Soelberg's | Stansbury Park, UT

Department Manager | 11/2018 - 10/2022

- **Oversaw daily department operations**, ensuring efficiency, productivity, and adherence to company policies.
- **Developed and implemented operational strategies** to improve workflow and productivity.
- **Managed employees and delegated responsibilities** to maintain consistent day-to-day operations.
- **Worked directly with customers and employees** to resolve issues and maintain a high level of service.

Vivint | Provo, UT

Installer / Service Technician | 10/2015 - 03/2017

- **Installed and configured security systems** including alarms, cameras, access control, and surveillance equipment.
- **Consulted with customers** to understand their security needs and recommend appropriate solutions.
- **Provided customer training** on system operation, maintenance, and troubleshooting.
- **Diagnosed and resolved technical issues** while maintaining a high level of customer service.

Larry H. Miller Dodge Ram Bountiful | Bountiful, UT

Lot Tech Manager | 08/2013 - 09/2015

- **Managed and trained a team** of lot attendants and porters, providing guidance and support to maintain performance.
- **Scheduled shifts and delegated tasks** to ensure efficient coverage and productivity.
- **Oversaw daily lot operations** to ensure smooth workflow and efficient use of space.
- **Coordinated with sales, service, and management teams** to prioritize vehicle movement and placement.
- **Assisted customers with vehicle drop-offs and pickups** while addressing questions and concerns.

Certifications

- Google Ads Certification
- Google Analytics Certification

Skills

Marketing: SEO & Content Strategy, Keyword Research & On-Page SEO, Content Creation, Copywriting, Email Marketing, Lead Generation, Conversion Optimization

Web & Development: Website Design & Development, WordPress, Web Applications & Digital Tools, APIs & Automation

AI: AI-Assisted Development & Automation, AI Agents, Claude Code, OpenAI Codex, AI Image & Audio Generation

Advertising & Analytics: Google Ads, Meta Ads, Microsoft Ads, Google Analytics, Google Search Console

Tools: HubSpot CRM, Ahrefs, SEMRush, Canva, Google Sheets, Google Docs, Microsoft Office Suite

Education

Grantsville High School

Graduate | 06/2012