

Brandon Schick

Santa Rosa, CA

tiv.tech555@gmail.com 320-746-0759

Portfolio: <https://tiv360.com/web-technology-services/portfolio/>

Skills & Expertise

- **IT Project Leadership:** 15+ years
- **Search Engine Strategy & AI Integration:**
- SEO Yoast, Google & Bing Search, AI Search, Organic and paid SEO, Social media ad strategies, Local maps, Google My Business, Video / Image Search
- Consistently improved ROI across multi-channel marketing campaigns through data-driven strategy and optimization.
- **Full Stack Development:** HTML5, CSS3, PHP, cPanel, and SQL
- **Cloud, Hosting, Internet & Security Infrastructure:** DNS, Ubiquiti, WordFence
- **Adobe Creative Suite, Canva, Sony Vegas & UX Tools**
- **Digital Strategy & Business Insights**
 - Data-driven marketing, social media growth, and brand consulting
- **WordPress Development, Design, & Training:** 15+ years – Beaver Builder, Ninja Forms, SendWP
- **Proven Work Ethic - Onsite, Remote, or Hybrid**
 - Ability to collaborate in groups or work alone to achieve deadlines and goals
- **Google Analytics 4 Certified, Search Console, Firebase**
- **Strategic Critical Thinker**
- **Process Improvement Innovator**
- **Ecommerce Project Manager:** WooCommerce, Shopify, Volusion

Education

Winona State University – Winona, MN

Bachelor of Science in Business Administration

Minor: Management Information Systems

Dean's List (Multiple Semesters)

Rochester Community and Technical College – Rochester, MN

Associate of Applied Science in Business Management

Experience

The Inventor's Velocity, LLC - tiv360.com

Remote & On-Site

Owner / Developer / SEO & Marketing Manager / Project Manager*January 2010 – Present*

- Founded a digital solutions firm to help small businesses and enterprise clients thrive and remain competitive with tailored web development, Search Engine Optimization (SEO), and digital strategy.
- Design and develop custom WordPress websites tailored to align with each client's unique requirements and objectives involving diverse industries including healthcare, home remodeling, cannabis/CBD, cleaning services, retail, wine, restaurants, and more.
- Elias Construction, Minnesota Roofing Pros, Elias Custom Cabinetry, Bob's Construction
- Melting Clock Smoke Shop, Drake Custom Bass, Completely Clean, Superior Quality Rides
- Boost client ROI by specializing in SEO, AI-enhanced search configuration, and advertising tactics, thus improving visibility and organic ranking for niche and competitive markets.
- Improve local maps, image, video and other alternative search rankings for small businesses.
- Create and execute multi-channel marketing strategies including content marketing, paid ads (Google/Bing), social media integration, and branding consultation.
- Deliver full-service web solutions: hosting, plugin and core updates, site security, performance optimization, and troubleshooting.
- Provide contract development and IT project management, including past engagements with large organizations like Mayo Clinic, supporting internal and public-facing digital systems.
- Offer technical support and ongoing client consultation, ensuring all digital solutions are aligned with strategic business goals and scaleable for growth.

Carliwood Farms*Santa Rosa, CA***Website / Marketing & Barn Assistant Manager***July 2020 – April 2025*

- Designed and maintained a dual-purpose website supporting secure internal communication for investors and SEO optimized content to attract new investors and stallion prospects.
- Implemented organic SEO strategies, increasing visibility in search engines and contributing to business growth and brand trust.
- Played a central role in on-site farm operations, demonstrating high reliability and adaptability in both scheduled and emergency tasks.
- Assisted with the horse breeding and foaling process, including birth preparation and postnatal care.
- Managed daily horse care responsibilities including feeding, administering medications, mucking stalls, and monitoring health indicators.
- Functioned as a trusted backup to senior barn staff, stepping into critical roles when needed to ensure uninterrupted care and operations.
- Balanced digital marketing efforts with physical responsibilities, helping bridge communication between field operations and investors.

Leisure Aquatic Products – Swimtown Pools*Rochester, MN***IT & Marketing Manager***March 2016 – September 2018*

- Led website development, eCommerce strategy, and digital marketing efforts for a nationally recognized pool supply retailer.
- Managed and expanded the company's product catalog, improving user experience and increasing visibility through SEO and structured content.
- Transitioned the commercial supply brand from Volusion to a modern WooCommerce platform, improving performance, search rankings, and sales conversions.

- Drove national growth of the residential pool supply division, transforming it from a regional business into a nationwide operation.
- Oversaw marketing campaigns targeting both homeowners and commercial clients, including hotel chains and recreation centers.
- Played a key role in boosting ADA Pool Lift sales across the U.S., supporting both product sales and logistics for installation coordination.
- Applied coding, SEO, and project management expertise to scale operations and support seasonal demand surges.
- Consistently delivered measurable results in sales growth, lead generation, and customer retention over three peak summer seasons.

Mayo Clinic (The Inventor's Velocity, LLC contractor)

Hybrid Consultant & Developer

April -2015 - September 2015

- Demonstrated expert development services in Wordpress, SEO for intranet, Dreamweaver and other digital tools as a preferred LLC vendor with Mayo Clinic.
- Executed project management and development tasks, focusing on communication and collaboration with executive chairs, to develop a new WordPress site for the Rochester Oncology division.
- Partnered with various healthcare departments such as Cardiovascular, Radiology, and Infectious Diseases to build departmental intranet sites.
- Performed strict adherence to privacy and confidentiality while building a website for multiple departments that entailed Protected Health Information (PHI).

D-Tech Media

Development Lead & Partner

Rochester, MN

January 2015 – October 2016

- Co-founded and led a digital media startup, overseeing business growth and operations.
- Managed full-cycle web development, design, digital marketing, video production, and client solutions.
- Directed a dynamic team of 1–8 contractors, assigning roles based on project needs and timelines.
- Acted as lead project manager for high-priority initiatives, ensuring timely delivery and exceptional client satisfaction.
- Played a key role in client relations, technical execution, and strategic direction.

Mayo Clinic – Ask Mayo Expert

Developer / Programmer / Designer

Rochester, MN

June 2014 – December 2014

- Collaborated with physicians and medical specialists to translate clinical expertise into interactive online decision-support tools.
- Designed complex medical flowchart algorithms using Microsoft Visio, HTML, and CSS.
- Created a user-friendly enterprise-wide web application that diagnoses rare, complex patient conditions.
- Contributed to improving patient care by enabling clinicians to access structured, evidence-based guidance via a digital platform.
- Maintained accuracy and usability through iterative testing and collaboration with the medical team.