**Michael Hebert**
Atlanta, GA | linkedin.com/in/michael-hebert-467085136 | mdhebert55@gmail.com

**PROFESSIONAL SUMMARY**

Digital marketing manager with 5+ years in analytics, SEO, and digital operations for multi-unit brands. At Church's Texas Chicken, owns measurement, tracking, and local search for 760+ restaurants across web and app, from GA4 and tag governance to consent management and first-party ordering. Previously built hyperlocal SEO and lead generation for 117 franchise markets and ran content, social, and local listings for a national service brand. A former sports writer who brings a reporter's habits to the work: find what the data is actually saying, verify it, and explain it plainly to the people who act on it.

**PROFESSIONAL EXPERIENCE**

**Church's Texas Chicken | Digital Operations Manager**
Atlanta, GA | July 2025 to Present

- Rebuilt campaign attribution through UTM and tag governance standards and a GA4/GTM audit with our analytics agency. Revenue tied to tagged campaigns grew from $51K (1.6% of digital revenue) to $8.0M (42%) versus the prior 15 months, across 2,200+ campaigns.
- Own consent-first measurement across web and native app (GA4, GTM, Firebase, Kochava, OneTrust) for a digital channel that recorded $19.1M in revenue and 657K orders in 15 months, up from $3.2M and 101K in the prior equal period. Write the acceptance criteria and run the UAT that keeps event tracking and ecommerce funnels accurate across iOS, Android, and web.
- Ran digital operations for the June 2026 launch of first-party catering ordering across 760+ restaurants: built GA4, Floodlight, and consent-gated Meta and TikTok tracking reconciled to Olo orders, and moved the primary catering CTA on 764 location pages from a third-party marketplace to first-party ordering.
- Built the weekly catering performance report for leadership from GA4, Olo, Search Console, Semrush, and Yext, and used it to show paid media drove 56% of catering landing page traffic but under 3% of ordering-site traffic, making the case to point campaigns directly at first-party ordering.
- Manage local SEO and listings for 760+ locations across Google, Apple Maps, and Yelp, improving organic search visibility 12% in six months and overhauling ~4,600 location pages for non-branded local search.

- Fixed organic channel attribution and set a non-branded baseline, surfacing 762K organic sessions at 68% engagement and $1.0M+ in revenue over 6 weeks, including $452K local and $565K referral.
- Cut www.churchs.com index bloat 75% (814 to 201 indexed pages) by diagnosing duplicate URL generation and driving the canonical fix with our development partner.
- Manage creative, paid media, development, and CRM partners on multi-million-dollar campaigns, owning scope, QA, and final sign-off.

**JAN-PRO Systems International | Digital Marketing Manager**
Alpharetta, GA | Mar. 2024 to June 2025

- Owned go-to-market content strategy for a company rebrand built on updated B2B buyer personas, with hyperlocal SEO across 117 franchise markets, lifting sales close rate 6.5%.
- Improved UX, SEO, and CRO across 117 franchise sites, increasing organic conversions 28.6% and generating 500+ monthly leads.
- Cut unqualified leads from 20–30% of traffic to 2–5% by filtering low-quality traffic, and led a CRM migration with IT and Sales that fed automated pipelines for ABM, direct mail, and email.
- Reported to the VP and franchise marketing committee, coordinating web development and campaign timelines across multiple entities.
- Built Google Analytics dashboards and Excel reporting to track channel ROI and guide paid spend.

**LoadUp Technologies | Digital Marketing Specialist**
Atlanta, GA | Aug. 2021 to Jan. 2024

- Grew LinkedIn by 3,027 followers in one year and generated $13.3K in revenue from 78 social conversions as social media manager.
- Created and optimized 100+ service pages and blogs, and ran keyword strategy, technical SEO fixes, and landing page A/B tests that improved rankings and organic conversion.
- Audited 600+ pages for technical SEO and analyzed 8,000+ customer reviews to improve content and service experience.
- Managed 100+ Google Business Profiles and 500+ Nextdoor listings to grow local visibility.

**TimesDaily Newspaper | Sports Writer**
Florence, AL | Sept. 2019 to Mar. 2021

- Reported on college and high school athletics, writing and editing news and feature stories on daily deadlines.
- Produced multimedia and short-form video for social and YouTube, and contributed to editorial planning and news strategy.

**AWARDS**

- Runner-up, Best Football Feature, Alabama Sports Writers Association (2019)
- Best Community Service, Sports, Georgia College Press Association (2018)

**EDUCATION**

University of Georgia
Bachelor of Arts in Journalism & Mass Communication
Minor: Spanish | Grady Sports Media Certificate

**SKILLS**

**Measurement & Analytics:** GA4, Google Tag Manager, Firebase, Kochava, BigQuery, SQL, Looker Studio, Tableau, Excel, Cross-Platform Attribution, A/B Testing, Optimizely, Microsoft Clarity

**Privacy & Tracking:** OneTrust, Consent Mode v2, Meta CAPI, Meta & TikTok Pixels, Floodlight, Campaign Manager 360

**SEO & Local:** Local, National & Technical SEO, Google Search Console, Semrush, Ahrefs, Screaming Frog, Core Web Vitals, Structured Data / JSON-LD, Yext, Google Business Profile, Local Listings Management

**Paid & Social:** Google Ads (PMax, DSA, Display, YouTube), Meta Ads, LinkedIn Ads, TikTok, Instagram, SMS Marketing

**Platforms & CMS:** Olo, Punchh, Cordial, Salesforce, HubSpot, Zoho CRM, Mailchimp, Adobe Experience Manager, Sanity CMS, WordPress, HTML, CSS, JavaScript, Jira, Jira Product Discovery, Canva, Microsoft Copilot

**Certifications:** HubSpot Marketing Software