

# **Hunter Boyle**

**Senior Business Development Manager at AWeber Communications, Inc.**

Philadelphia, PA, US

Content Marketing and Optimization Pro

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## **Biography**

Senior content marketing strategist and business developer that's been helping organizations optimize their digital initiatives since the dot-com days. In agency, client-side and consulting roles, my results-driven approach has consistently improved ROI across several channels. As a seasoned speaker and former editor/blogger of the Marketing Experiments Journal, Internet Marketing Report, Sales & Marketing Update, What's Working in Sales Management, and the Industry Standard, I've led live and virtual sessions on a wide range of topics, including content marketing, email, social media, affiliate marketing, conversion optimization, ecommerce, testing and analytics. Specialties: Content marketing, conversion optimization and multichannel campaigns (inbound, email, blogs, SEO, social media, affiliate), lead generation, B2B and B2C. Passionate about small business and nonprofits.

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## **Availability**

Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Internet, Direct Marketing

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## **Areas of Expertise**

Content Marketing, Conversion Optimization, Email Marketing

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## **Affiliations**

Greater Philly Small Business Marketers Meetup (Organizer, Toastmasters International, Philadelphia Area New Media Association (PANMA), Greater Philadelphia Chamber of Commerce, Greater Philadelphia Arts & Business Council, Boston University

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## **Event Appearances**

**Breathing Life (and ROI) Back Into Your Email Marketing**  
Email Summit 2013

**More Engagement, Less Effort: The Lowdown on Marketing Automation**  
Social Media Explorer / Explore Workshop

**25 List Building Tricks: Ideas, Examples and Resources to Improve Your ROI**  
Affiliate Summit East 2012

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## **Education**

**Boston University**  
BS, magna cum laude Journalism

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## **Accomplishments**

### **Founder / Principal, Hunter Boyle Creative Communications**

Launched a consultancy to help startups, small businesses and nonprofits optimize their digital marketing and content. Clients include: University of Pennsylvania, Legacies and Lifelines, Ubisoft, AND1 Street Ball, Tephra, The Knowledge Foundation, Greater Philadelphia Chamber of Commerce, National Board of Medical Examiners, Drive Savers, St. Augustine Music Festival, Renaissance Ballroom, Binger Design, Virgin UK, Swinerton Builders.

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