



## Nate Torres

### The Individualist (Enneagram Profile)

Nate approaches every problem from an analytical, holistic marketing perspective. Data-driven approach that allows him to convert information into insights so he and his team can convert them into effective actions.

LOCATION & TIME ZONE Irvine, CA - Pacific Daylight Time

Leading the way for companies  
around the globe.

GAN INTEGRITY

VYOND

easyVISTA™

adzerk

### Strengths and Areas of Expertise

- ✓ Driving traffic and increasing ROI for accounts via competitive analysis, keyword research, PR, and CRO
- ✓ Measuring success by reporting from a variety of resources including Google Search Console, SEMrush, AHREFS, Google Analytics, and Moz
- ✓ Reporting client's online presence by tracking and reporting changes in traffic, rankings, trends, and conversions

### ENFJ (Myers Briggs)

Communication

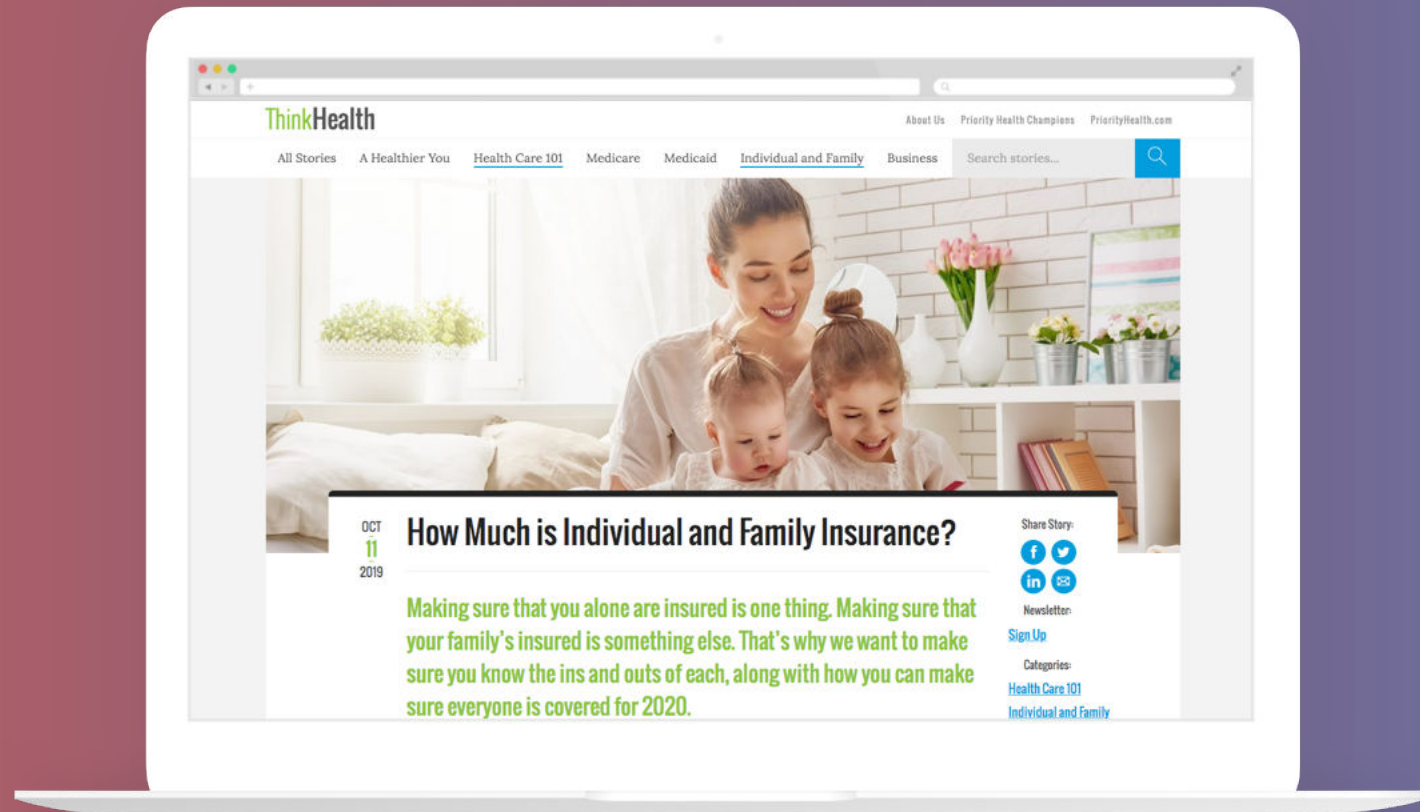
Leadership

Persuasiveness

Peacekeeping

### Outside of Work

Nate enjoys photography, movies, video games, and spending quality time with friends and family.



INDUSTRY Healthcare

SERVICES PROVIDED Content, SEO

### Marketing Goals

Increase the number of users completing quotes and applying for health insurance, despite the challenges facing them — a time constraint, limited/strict resources, and high competition.

### Our Strategy

✓ Heavy focus on optimizing the client’s site for their upcoming Open Enrollment, Annual Enrollment, and Special Enrollment Periods

✓ Optimize client’s Individual market, Medicare, and Small Business employers pages as well as their Medicaid and Large Group plans pages

### Results

276%

INCREASE IN QOQ  
YOY QUOTES  
COMPLETE

45%

INCREASE IN QOQ  
YOY GROWTH IN  
USERS

8,070

PEOPLE APPLIED FOR  
HEALTH INSURANCE