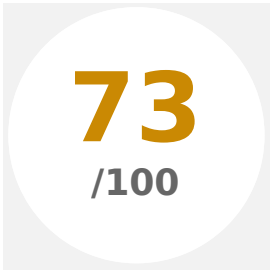




Personal Brand Score



Based on completeness, SEO optimization, content strategy, and industry authority.

76/100

Core Health
Completeness

65/100

SEO
Discoverability

72/100

Content
Engagement

68/100

Authority
Leadership

Priority Action Items

HIGH SEO

Rewrite the headline to be a clear 'Role | Niche | Value' format. Drop the keyword 'alphabet soup' (e.g., 'Digital Marketing Director | Martech & Analytics | I Built a \$200M eCommerce Engine').

HIGH SEO

Trim the summary by 50%, focusing on a human-centric narrative with a clear call to action. Cut the 'Core Competencies' list (it's redundant and read as skill spam).

HIGH SEO

Fix the 'Skills' section. With ZERO endorsements on all 20 skills, the list reads as padding. Prune it to 8-10 core skills you are actively looking to hire for, and request endorsements from past colleagues.

Detailed Analysis

Headline

Score: 72/100

This is a textbook example of keyword stuffing. It's a list of 14 separate terms, making it unreadable and generic. It lacks the 'Role | Specific Niche | Unique Value' structure that immediately tells a recruiter who you are and what you'd deliver. It reads as 'seeking any digital marketing job' rather than positioning you as a senior martech leader.

SUGGESTIONS

- Choose a primary role (Sr. Director or AVP) and combine it with your top 2-3 differentiators (e.g., 'Martech & Analytics Leader | Built \$200M eCommerce | MBA').
- Drop the redundant keywords like 'Digital Marketing' and 'SEO'—they're in your summary anyway.
- Add a quantifiable hook to the headline (e.g., 'Generated \$60M+ in eCommerce Revenue' or '1,214% ROAS').

About

Score: 85/100

The summary is quantifiable and hits the key notes (martech leadership, \$200M growth, eCommerce buildout, chatbot revenue). It's dense but action-oriented with results (1,214% ROAS, \$1.2M chatbot revenue). However, it feels like a keyword-stuffed resume transfer—it lacks a human hook, and the ALLCAPS formatting is a red flag for many recruiters. The first two lines need to be a compelling narrative hook, not just a list of buzzwords.

SUGGESTIONS

- Rewrite the opening two lines to craft a human, problem-solver-first narrative (e.g., 'I turn messy data into profitable martech decisions. For the last 10+ years, I've helped a \$3B insurance leader optimize their bottom line through strategic digital marketing.')
- Condense the summary by 50%. Prioritize the top 3 wins (eCommerce, Google Ads ROAS, chatbot) and cut the rest into a 'selected results' bullet list.
- Remove the all-caps bold formatting and buzzword list to sound less AI-generated and more human.

Experience

Score: 80/100

Strong use of quantified results (1,214% ROAS, \$200M eCommerce, \$92K savings) and high-impact verbs ('Migrated', 'Implemented', 'Automated'). Weakness: The 'Verisk' descriptions are overly long and some bullets blur the line between responsibility and achievement. The Founder role at 'Nelson Nexus' is a good authority signal but lacks the quantitative punch of the corporate roles.

SUGGESTIONS

- For each 'Verisk' role, cut the number of bullets by 33%. Focus on the highest-impact, most metric-driven achievements.
- Add a metric to the 'Founder' role (e.g., 'Growing site to X monthly visitors or Y email subscribers').
- Consider adding a brief quantifiable result to the 'Online Marketing Manager' role (e.g., 'Launched online store that grew to 200K+ orders by 2023').

Skills

Score: 50/100

You list 20 skills—all with ZERO endorsements. This is a huge red flag. It looks like you haven't been validated by your peers, or you're just padding with a long list of tools. Your topSkills are relatively broad (Digital Marketing, SEO), not the specific weaponized skill (e.g., Adobe Analytics, CDP implementation) that would make you stand out.

SUGGESTIONS

- Prune the skills list to 8-10 absolute core skills that align with your target role.
- Prioritize adding 'Adobe Analytics', 'Google Ads', 'eCommerce', 'CDP', and 'Marketing Automation' and actively seek endorsements for these from colleagues.
- The zero-endorsement list suggests you haven't asked for recommendations—do this now.

Profile Images

Headshot

82/100

Your formal attire projects a strong, traditional corporate image, and your warm smile ensures you remain highly approachable. To elevate the overall quality, consider softening the lighting to reduce the harsh glare on your forehead and addressing the slight visual artifacts visible around the shirt collar and tie knot.

