



Philip Herman - Digital Marketing (SEM, SEO, PPC)

· 3rd

Owner at Frontline Digital

Dayton, Ohio, United States · 500+ connections · [Contact info](#)



Bodha, Inc.



University of Toledo

### Featured



Expert Quoted In "2016 Election Digital Advertising Spending to Eclipse \$1 Billion, Up 5,000%"

TheStreet

"The evolution of hyper-targeting through online sites like Facebook and Google have made it easier for political candidates to focus their funds in a more efficacious way Philip Herman... "These sites collect information on how

### Experience



**Chief Marketing Officer**

Bodha, Inc.

Jul 2020 – Present · 7 mos

New York City Metropolitan Area

**President Of The Board Of Directors**

**Dayton International School**

Nov 2019 – Present · 1 yr 3 mos

Dayton, Ohio Area

Dayton International School (DIS) prepares students with the academic, social and language skills needed to be successful in our multicultural, multilingual world. DIS provides a bilingual education that fosters intercultural understanding and a global perspective.

**Owner**

FrontLine Digital

Jul 2017 – Present · 3 yrs 7 mos

Centerville, OH

- Help companies grow revenue with customized digital marketing plans
  - Build, test, and optimize advertising campaigns in Google Ads, Bing, Facebook, & many more
  - Execute multilayered trend analysis to determine best marketing avenues
  - Analyze websites and used analytics data to improve traffic
- ...see mor

**Owner**

Dry Fog Germ Defense

Apr 2020 – Present · 10 mos

Dayton, Ohio, United States

Dry Fog Germ Defense provides disinfection to homes and commercial environments with the same machines that are used in hospitals and universities throughout the country. The Dry Fog application generates a turbulent dry mist of broad spectrum disinfectant that kills a broad range of bacteria, viruses, fungi and spores with a 99.9999 % validated kill of C-Diff ...see mor

**Digital Marketing Manager**

Strategic Franchising Systems

May 2014 – Jul 2017 · 3 yrs 3 mos

Cincinnati Area

- Managed and monitored digital marketing presence for over 500 franchise businesses
- Provided data, recommendations and business support to over 150 franchise owners
- Established and managed the maintenance of over 100 pay per click campaigns
- Coordinated with external vendors and agencies to secure services for franchisees: ...see mor

[Show 2 more experiences](#) 

**Education****University of Toledo**

Bachelor's degree, Digital Marketing

## Centerville High School

High School Diploma

### Licenses & certifications



#### Inbound Certification

HubSpot

Issued May 2016 · No Expiration Date

[See credential](#)



#### Google AdWords

Google

Issued Nov 2013 · No Expiration Date



#### Google Analytics

Google

Issued Jan 2012 · No Expiration Date

### Volunteer experience

#### Board Chair - IT & Website

The Puerto Rican, American and Caribbean Organization

2018 – Present · 3 yrs



