

WILLIAM CAIN

Founder/Owner

Interactive Theory

[linkedin.com/in/scott-cain-9214b616/](https://www.linkedin.com/in/scott-cain-9214b616/)



SKILLS

Google Ads	<div style="width: 80%;"></div>
AI SEO/GEO	<div style="width: 75%;"></div>
SEO	<div style="width: 90%;"></div>
Web Design	<div style="width: 85%;"></div>
Development	<div style="width: 60%;"></div>

EDUCATION

Bachelor's Degree

Arizona State University

(2004 - 2008)

High School Diploma

Scottsdale Christian Academy

(2000 - 2004)

ABOUT ME

With just under 20 years of digital marketing experience I have seen the industry evolve. In 2015, I created Interactive Theory to be a more approachable and transparent agency. I currently oversee digital marketing strategies from small local service businesses to large national brands. I specialize in operating and fulfilling digital marketing strategies that return a consistent ROI for our clients.

EXPERIENCE

Founder/Owner

Interactive Theory

(2015 - Current)

Creative Web Design & Marketing That Drives Results

We focus on your target audience, drive the right traffic, get the right leads, and increase sales.

Director of Sales & Marketing

Epic Web Solutions

(2011 - 2015)

I managed all clients and digital marketing strategies. We focused on taking clients through a web design and development phase and into a fully-managed digital marketing strategy.

Operations

Interactive Sites


(2008 - 2011) (2020 - Current As Sub Contractor)

I started out assisting the CFO as an intern and evolved into managing R&D, working directly with the Co-CEOs for support, direction and business operations for the agency.


WHY I'M APPLYING

I am applying for this position because I want to have a positive influence on students entering the workforce. In my experience, college graduates understand core marketing principles, but do not know how to implement and run strategies. I would take a hands-on an real life approach to give students the experience they need to be successful upon graduation



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