

SENIOR DIGITAL MARKETING SPECIALIST

Summary

Digital marketing professional experienced in SEO, PPC and account management. Knowledgeable about conversion rate optimization, content marketing, analytics and proficient in wide variety of SEO/PPC tools.

Highlights

- Excellent written and verbal communication
 - Superb time management skills
 - Cross-functional team leadership
 - Focused and driven
 - Skilled multi-tasker
 - Results-oriented
 - Deadline-driven
 - Self-directed
 - Detail-oriented
 - Customer service-oriented
 - Quick learner
 - Self-motivated professional
- Microsoft Office Suite
 - Desktop publishing software
 - Graphics editing software
 - Web analytics software
 - Project management software
 - Social media management tools
 - User experience (UX) design principles
 - Content management systems (CMS)
 - HTML and CSS knowledge
- Account management
Digital Marketing
Search Engine Optimization
Search Engine Marketing

Experience

03/2015 to Current

Senior Digital Marketing Specialist Company Name i/4 City , State

01/2014 to 11/2014

Senior SEO Specialist Company Name i/4 City , State

- Applied ethical SEO best practices when performing tasks such as keyword research, competitive analysis, content optimization, Meta tag creation, alt tag creation and social media optimization.
- Analyzed, reviewed and implemented changes to improve organic search and page rank of client B2C websites.
- Claimed business listings and provided location data syndication to data aggregators.
- Implemented website migrations, 301 redirects, sitemaps, robots.txt file, and fixed 404 errors.
- Digital Copywriter Developed grammatically sound, benefit driven and search engine friendly content for global client B2C websites.
- Produced unique and engaging content marketing pieces for cross-channel partners that featured or supported LiveEdit's SaaS product and service offerings.
- Created and maintained online product user guides for the Aurora by LiveEdit CMS interface, and best practices documentation to guide internal implementation.
- Managed and maintained the organization's website and social media accounts (Google +, LinkedIn, Facebook, Twitter) by linking relevant information together and adding photos and graphics as appropriate to keep visually appealing and engaging.

06/2013 to 02/2014

Lead Project Manager Company Name i/4 City , State

- Managed and mentored a team of Project Managers.
- Set and continually managed project expectations with clients, delegated tasks and responsibilities to appropriate team members.
- Coordinated production trafficking from start to finish, including: client onboarding, the development and distribution of project information, design, integration, content entry, SEO, quality assurance, training and launch.

01/2013 to 06/2013

Digital Copywriter (Contractor) Company Name i/4 City , State

- Developed grammatically sound, benefit driven and search engine friendly content for LiveEdit's global client B2C websites.
- Produced unique and engaging content marketing pieces for cross-channel partners that featured or supported LiveEdit's product and service offerings.
- Created and maintained online product user guides for the Aurora by LiveEdit CMS interface, and best practices documentation to guide internal implementation.

06/2009 to 05/2012

Communications and Membership Coordinator Company Name i/4 City , State

- Wrote copy, edited, designed, and distributed news releases, print and electronic newsletters and educational outreach materials on a variety of water related issues.
- Managed and maintained the organization's website and social media accounts (LinkedIn, Facebook, Twitter) by linking relevant information together and adding photos and graphics as appropriate to keep visually appealing and engaging.
- Managed donor database and electronic list serv by maintaining accurate records of donors, their gift histories and electronic subscription preferences.
- Managed all special event and tradeshow promotion, operations, expenses and logistics including volunteer management, logistics, sponsorships, event budgets and analytics/tracking of event ROI.

06/2009 to 06/2009

Marketing Assistant Company Name i¼ City , State Established effective working relationships with clients, government officials and media representatives.

- Managed internal communications, including production and management of print and electronic newsletters. Identified and qualified new candidate leads through prospecting, cold calling, networking, referrals, targeted emails and direct mail.
- Coordinated administrative processes associated with recruiting/hiring, including resume reviews, scheduling interviews, processing correspondence, documenting candidate activity, coordinating new hire activities, handling confidential material, and facilitating required background screens.
- Supported agency managers with calendar management, tracking of recruiting budget, maintaining filing systems, answering and screening phone calls.

Education

2002

Bachelor of Science : Mass Communications St. Cloud State University i¼ City , State

Certifications

Google Adwords Certified Professional - Valid through February 2017

Google Analytics Individual Qualification - Valid through September 2016

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Skills

- Independent self-starter with analytical and statistical skills; Passion for data-driven decision making
- Strong organization and time management skills; Handles multiple projects and details simultaneously
- Excellent oral and written communication skills; Communicates and collaborates cross-functionally
- Possesses an unquenchable thirst for learning and an insatiable hunger for self-improvement