

EDUCATION

Binghamton University, State University of New York, College of Community and Public Affairs
BACHELOR OF SCIENCE: HUMAN DEVELOPMENT
Binghamton, NY

May 2019

SKILLS

- Adobe Creative Cloud & Experience Manager (Photoshop, Illustrator, InDesign, Workfront, Dreamweaver, Analytics)
- Wordpress & Elementor UX/UI Design
- Product Development & Management
- Email Marketing (Klaviyo, Mailchimp)
- B2B & B2C Digital Marketing
- Social Media Management (Facebook, Instagram, Twitter, LinkedIn)
- SEO/SEM Optimization & Google Analytics
- Market Research & Competitor Analysis
- Project Management (Jira, Asana)
- Brand Creation & Design
- Content Marketing & Copywriting
- Budget Planning & ROI Analysis
- CRM Software
- KPI Tracking & Strategy Integration

EXPERIENCE

BOSTON WEB MARKETING

December 2021 to Current

SEO Account Manager / Digital Marketing Specialist

Boston, MA

- Manage a portfolio of 20+ client accounts in B2B and B2C industries, developing and executing digital marketing strategies to increase website traffic, leads, and conversions.
- Conduct thorough SEO audits using Screaming Frog, SEMRush, and other software for clients' websites and implement on-page and off-page optimization tactics to improve organic search rankings.
- Use cloud-based project management tools like Asana, Adobe Workfront, and Trello to effectively manage tasks and collaborate with team members.
- Create branded social media content, captions, and calendar for clients, resulting in increased engagement and follower growth.
- Integrate hosting and domain plans for clients' websites, ensuring a smooth and seamless transition with minimal impact on SEO.
- Utilize Google Analytics, Adobe Workfront, and other analytics tools to track and report on campaign performance, providing insights for clients' future marketing efforts.
- Write and publish optimized blog posts, newsletters, event updates, and other copy for clients, resulting in increased website traffic and improved brand awareness.
- Perform routine keyword and audience research to identify new opportunities for clients' digital marketing efforts.
- Communicate regularly with clients through email, phone calls, and video conferencing to provide updates on campaign progress and discuss future strategies.
- Project future trends and make recommendations for clients' digital marketing efforts and seasonal campaigns.
- Design websites and individual landing pages for clients using WordPress, Wix, Adobe Creative Suite, and other tools to improve the user experience and convert more leads.
- Collaborate with cross-functional teams including web developers, graphic designers, and content writers to create cohesive digital marketing campaigns for clients.
- Track KPIs and provide regular reports to clients on the success of their digital marketing efforts, making adjustments as needed to meet goals.
- Oversee paid advertising campaigns on platforms such as Google AdWords, Facebook Ads, LinkedIn Ads, and more to target specific audiences and drive conversion rates.
- Maintain accurate records of all customer interactions, project tracking, contact information, and access credentials in the CRM system.

STREAMLINE IMAGINED

October 2019 to December 2021

Digital Marketing / Content Creator

Congers, NY

- Assisted in product and packaging development for new collections, including toy and product testing, market research, designing, and copywriting.
- Managed social media accounts for company, creating and scheduling daily posts across multiple platforms to engage with

followers and increase brand visibility.

- Designed and published hard-copy and digital catalogs for new product releases and seasonal promotions using Adobe Illustrator, InDesign, and Photoshop.
- Posted products on Amazon Storefront and managed Amazon Seller account, increasing sales by 20% in first year.
- Analyzed website traffic data using Google Analytics to make informed decisions about marketing strategies and website design.
- Conducted market research on competitors' pricing and product offerings, making recommendations for adjustments to our own product line to stay competitive in the market.
- Collected and shipped product samples to wholesale buyers, resulting in an increase of 15 new wholesale accounts within the first year.
- Set, photographed, and edited staged photoshoots for lifestyle, product, and promotional photos.
- Managed influencer partnerships and collaborations to increase brand awareness and reach new audiences.
- Developed email marketing campaigns to promote new products, sales, and special promotions to our customer database.
- Planned and attended trade shows and events to showcase the company's products.
- Created multi-platform social media calendar with rolling monthly content plan to ensure consistent and unique messaging across all channels.

IDIOM DIGITAL YEARBOOKS

March 2019 to June 2019

Public Relations Intern

DeLand, FL

- Acted as an outreach to inform and onboard potential schools for application program
- Initiated phone calls to school officials to receive updated information and input it into company directory software
- Input information into Excel sheets for further contact using custom formulas, presentation format, and projected sales data

iCANny

June 2017 to August 2017

Public Relations Intern

New City, NY

- Assisted in designing logos and graphics for company and clientele to attract consumers using Adobe Suite and Canva
- Used previous audience engagement and conversion data to assist with creating campaigns specifically designed for brand promotion
- Researched county officials and organized their contact information into a CRM software for future appointments and business opportunities

CERTIFICATIONS

- Google Analytics 4 Certified
- HubSpot Content Marketing Certified
- HubSpot SEO Certified
- SEMRush Content Marketing Fundamentals

ACCOMPLISHMENTS

- Alpha Epsilon Phi Sorority & Philanthropic Organization, 2016 Inducted Member