

## 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

January 2025 to Current

Senior SEO & Digital Marketing Specialist

Little Boston, Massachusetts

- Led training sessions on SEO best practices, client strategy, and digital marketing tools to upskill team members.
- Mentored and supported new hires, ensuring they effectively managed tasks, optimized campaigns, and adhered to best practices.
- Conducted monthly account audits for newer team members, providing feedback to improve performance and efficiency.
- Researched and recommended new SEO and digital marketing software to improve workflow and campaign effectiveness.
- Analyzed industry trends and emerging technologies to enhance company strategies and maintain a competitive edge.

### BOSTON WEB MARKETING

December 2021 to January 2025

SEO & Digital Marketing Specialist

Boston, MA

- Social media management for 20+ clients using Instagram, X, LinkedIn, Facebook, and Google Business. Designed custom graphics, wrote engaging captions, chose strategic hashtags, and researched best-posting times for optimized results.
- Executed comprehensive on-page and off-page SEO strategies, including keyword research, metadata optimization, site structure enhancements, and link-building.
- Conducted technical SEO audits using Screaming Frog, SEMrush, and Google Search Console, resolving issues related to crawlability, indexing, site speed, and mobile usability.
- Developed and implemented content marketing strategies, publishing blog posts, designing landing pages, and website copy for improved organic rankings and user engagement.
- Designed and built responsive, SEO-friendly websites using WordPress, Elementor, and Adobe Creative Suite, ensuring brand consistency and enhanced user experience.
- Created custom graphics, branding materials, and social media assets using Adobe Photoshop, Illustrator, and Canva to support marketing campaigns.
- Monitored and analyzed website performance with Google Analytics, Google Tag Manager, and Adobe Analytics, making data-driven optimizations.
- Managed local SEO efforts, optimizing Google Business Profiles and other directory listings to enhance visibility in local search results.
- Implemented structured data (schema markup) and improved internal linking to enhance site crawlability and search engine understanding.
- Utilized Asana, Trello, and Adobe Workfront for project management, coordinating with design, content, and web development teams.
- A/B tested landing pages and CTAs to improve conversion rates and enhance user engagement.

### 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

#### 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