

# AMANDA MARTEL

## WEB DESIGNER & SEO SPECIALIST

### CONTACT

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### SKILLS

#### Front-End Web Development:

- HTML, CSS, JavaScript, Bootstrap, UX and UI Design

#### Back-End Web Development:

- NodeJS, Python, Java

#### Search Engine Optimization

#### Adobe Creative Suite

#### Git, GitHub

#### Relational and NoSQL Databases

#### Content Management Systems

- WordPress, Squarespace

#### Project Management

- Agile Methodology, Trello

#### Mac OS & Windows OS

### EDUCATION

#### Bachelor of Applied Science in Web Design & Development, Web Design Concentration.

Clark State College

#### Associate of Applied Business in New Media - Web Design

Clark State College

### SUMMARY

Collaborative and results-oriented Web Designer & SEO Specialist dedicated to empowering clients through impactful online presence strategies. Skilled in creating visually engaging websites and implementing SEO tactics to drive organic traffic and enhance search engine visibility. Proven ability to work effectively in cross-functional teams, leveraging strong communication and problem-solving skills to achieve shared goals. Committed to delivering exceptional results that contribute to company growth and client success.

### WORK EXPERIENCE

#### Content Specialist

Thryv

July 2022 - PRESENT

- Created engaging social media content for small to medium-sized businesses to increase brand awareness and drive user engagement.
- Curated high-quality visual and written content for various social media platforms, including Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, and Google Business Profile.
- Collaborated with cross-functional teams to align social media efforts with department goals.
- Stayed updated on industry trends and best practices to continuously improve social media content and drive results.

#### Associal Content Specialist

Thryv

MARCH 2022 - JULY 2022

- Developed engaging social media content for various industries, across various platforms, including Facebook, Twitter, and Google Business Profile.
- Stayed updated on social media trends and best practices to implement innovative strategies for client campaigns.

#### Website Designer

Vivial

JULY 2021 - MARCH 2022

- Designed visually appealing websites for clients using Vivial's Virtual Site Manager, incorporating user-friendly interfaces and responsive design principles.
- Implemented on-page SEO strategies to improve search engine rankings and drive organic traffic.
- Stayed updated on industry trends and best practices in web design and SEO to ensure websites met current standards and guidelines.
- Engaged in regular meetings and training sessions to further develop my expertise in web design.