



PROFILE

Digital Marketer with experience in using SEM to boost sales revenue by 10%+. Expert in creating memorable content for SEO to increase website traffic.

WORK EXPERIENCE

Senior Digital Marketer, HoneyBee

City, State • January 2017 – Present

- Analyzed digital data to provide recommendations around website optimization
- Prepared reports on marketing campaigns' overall performance
- Evaluated metrics that affected website traffic and leads
- Developed content to boost website traffic and engagement
- Brainstormed content and growth strategies
- Determined and monitored campaign budget
- Created Ads on Facebook and Google that increased sales revenue by 14%

Junior Digital Marketer, HoneyBee

City, State • January 2015 – December 2016

- Identified the latest trends and technologies in digital media to ensure trendiness, including the creation of the company's successful TikTok
- Maintained digital dashboard for 13 different accounts
- Drafted 7 email blasts to send out to customers
- Managed 6 contests, sweepstakes, and giveaways totaling 150k
- Evaluated digital data to improve SEO, resulting in the company appearing on Google's top searches
- Ensured all content reflected the brand identity
- Devised and executed content strategy to boost clients' website traffic by 40%

Digital Media Intern, Lorax

Tucson, AZ • June 2014 – December 2014

- Wrote content calendar to maximize SEO
- Tracked statistics on reach, impressions, engagement, etc.
- Assisted managers in the brainstorm process to create postable content
- Edited copy for blogs and social media
- Drafted ads for Facebook and Google



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- [twitter.com/lrollin24](https://twitter.com/lrollin24)

SKILLS



HOBBIES

- Painting
- Cooking
- Reading
- Netflix

EDUCATION

University of Arizona  
Tucson, AZ  
2010 – 2014  
Marketing & Communications  
GPA: 3.8/4.0