



Jessica Claire

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Skills

- Google AdWords
- Analytics
- WordPress
- Google Analytics
- Social Media Management
- Search Engine Optimization (SEO)
- Email Marketing
- PPC Campaign Management
- SEMrush & Ahrefs
- SEO tools
- Campaign Launch and LifeCycle Management
- A/B and Multivariate Testing

Education

Western Governors University
Millcreek, UT • 10/2024

Bachelor's degree: Marketing

Professional Summary

Tenacious, goal-oriented, and dedicated digital marketing professional with 8+ years of experience committed to building strong customer relationships gained trust with professionals at all levels. Seeking a challenging opportunity to excel. Ability to develop marketing campaigns with SEM (Search Engine Marketing), SEO (Search Engine Optimization), social media, reputation management, email/text marketing, and video/design production.

Search Engine Optimization (SEO) | Google Analytics | Google AdWords | Blogging| WordPress| Email Marketing| SEM | Digital Marketing | PPC Campaign Management | HTML5 | CSS | Java | JavaScript | SQL | Salesforce | Microsoft Office Suite

Work History

Bergey's - Digital Marketing Intern
New Castle, DEKaty, TX • 08/2022 - 12/2022

- Proficient in Microsoft Office, D365, M365, Azure and other power platforms
- Worked with Hoot Suite and Google Analytics to create information uniformity.
- Tracked and analyzed web analytics to recommend proactive adjustments to strategies.
- Responded to email and social media messages according to prescribed policies.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on insights
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies
- Provide thought leadership and perspective for adoption where appropriate
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Ad words campaigns
- Working knowledge o HTML, CSS, and JavaScript development and constraints

Moz - Digital Marketing Specialist
Austin, TXPittsburgh, PA • 09/2021 - 06/2022

- Designed and led new lead-generation website project from ground-up, resulting in 121% lead-form submissions increase year over year
- Helped lead and managed large outsource team including coders, user interface designers, project managers, writers, and PPC experts
- Developed new Paid Search strategy and directed execution of PPC campaigns that resulted in 109% improvement in paid search traffic and 151% improvement in conversation rate year over year
- Managed digital budgets and improves performance of Paid Search advertising and organic search traffic
- Utilized A/B testing and multivariate analysis to improve conversion rate of website visitors
- Migrated email platform to Pardot's Marketing Automation platform
- Set up connections between Pardot and Salesforce and created new email and drip campaigns.
- Boosted brand awareness by establishing strong web and social media presence.
- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Optimized social media channels and web pages to improve SEO and usability.
- Conducted continuous evaluations of market trends to stay current on consumer and competitor changes.

Internet Brands, Inc. - Digital Marketing Strategist
Blacklick, OHNewark, DE • 03/2020 - 09/2021

- Built integrated social media, blog, SEO, SEM campaigns
- Reduced overall PPC cost per click by 20%
- Accomplished by creating tighter keyword themes, using negative
- Increased monthly organic website traffic by 30% using inbound marketing techniques like blogging, article writing, and creating hubs on social media sites
- Manage PPC Campaign performance and proactively optimize throughout campaigns life cycle
- Conducted keyword and competitor research; explicated Google Analytics data, wrote and optimized blog content
- Developed proprietary grading metrics and dashboard to evaluate effectiveness of social media efforts against competitive landscape to recommend shifting resources toward focused strategy around Facebook and Twitter
- Managed and coordinate creation of marketing collateral and content including social media, websites, newsletter and emails
- Measure performance, perform research, troubleshoot issues, and perform optimizations using appropriate project tools such as Ahrefs, SEMRush, Google Analytics, Wordpress, Yoast SEO, Google Tag
- Manager, Google Search Console, Bing Webmaster, Page Speed Insights, Google Business Profile insights, and more.
- Measured and evaluated brand digital performance to present weekly findings to management.
- Led projects to redesign web pages, diversify strategies and revitalize social media presence.
- Monitored online trends, conversations and innovations to optimize strategies.
- Analyzed website data such as traffic, interactions, conversions and goals to find areas of improvement.
- Identified technology framework required to support digital strategies.

Dish Network Corporation - Digital Marketing Manager
City, StateOmaha, NE • 05/2015 - 03/2020

- Performed independent research to fully understand their business, industry, and online competition
- Analyzed any current campaigns and then maximize research findings for their benefit
- Examined their website or landing page against Google Ads guidelines and best practices
- Developed and implement ad campaigns with ad groups, keywords, and proven ad copy for each group
- Monitored, report, optimize and split-test to get most leads for cheapest Cost Per Click possible
- Performed ongoing testing, tweaking and optimization campaigns to achieve best results for client
- Facilitated campaign adjustments in coordination with team members
- Performed projects and prepared project reports for submission to management
- Performed budget estimates for maximum project return maintenance
- Tested landing pages and formulated plans to keep conversion rates consistent
- Performed keyword research on regular basis
- Designed and executed PPC campaigns on variety of networks
- Tested Company Name Ad words for highest quality score
- Organized and evaluated SEM and SEO campaign reports