

Highly dedicated and responsible marketing professional with 4+ years of experience developing and managing web presence, including Facebook account and other social media business accounts such as Google and Yelp. Ranked in top 5% among peers for new business acquisition. Responsible for \$750K of existing account revenue.

Experience

2019-09 - present	<div><div>Digital Marketing Strategist</div><div>Yorbu, Houston, TX</div><div><ul style="list-style-type: none">Collaborated with editorial and consumer marketing teams to create unique, revenue-generating advertising campaigns that included: social media, newsletters, web content.Constructed a strategy through a written report for future useAnalyzed and monitored web presence through Google Analytics.Managed the creation and implementation of a marketing campaign for a \$250K client, which increased organic traffic by 28% in 3 months and about 41% in a six-month period.</div></div>
2017-07 - 2019-09	<div><div>Digital Marketing Associate</div><div>Hitfinite, Houston, TX</div><div><ul style="list-style-type: none">Developed content for 12 social media accounts.Measured success rate of 23 websites utilizing Google Analytics to improve traffic.Created and published necessary forms into digital documents that increased efficiency by 33%Created and executed MailChimp email campaigns on news of the firm.</div></div>

Education

2017	<div><div>BA in Digital Journalism and Media</div><div>Penn State University</div><div>Relevant Coursework: Principles of SEO and Optimization, Web Analytics, Building Your Brand and Website Foundation, Online Advertising, Copywriting I, II, III and IV</div></div>
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Certificates

Google Analytics Certification

Personal Info

Address	2123 Gambler Lane Houston, TX 77060
Phone	281-946-3053
E-mail	t.driskell@gmail.com
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Hard Skills

- SEO
- Google Analytics
- Google Search Console
- WordPress
- Semrush
- Copywriting

Soft Skills

- Listening skills
- Empathy
- Cooperation
- Excellent communication
- Flexibility

Languages

French—fluent

