

EULALIA HEANEY

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PHONE

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EXPERIENCE

DIGITAL MARKETING SPECIALIST

04/2012 – present

Los Angeles // *Digital Marketing Specialist*

- Assisted in evaluation of potential new digital vendors
- Created daily, weekly, and seasonal reports on web, email communications and blog analytics
- Developed accurate monthly forecasts of lead volume and costs to align with the rest of the team and assist in overall strategy development
- Developed and maintained strong electronic media presence
- Documented best practices and identified opportunities based on web analytics
- Ensured that website content is accurate and up to date
- Formatted and published new content
- Identified opportunities to improve internal processes / procedures / programs when possible
- Managed relationships with external vendors
- Performed on-going creative testing to maximize performance and implement results across marketing channels such as affiliate, e-mail, and marketing
- Provided overall management and maintenance of the firm's website.
- Provided support for social media coordinator and marketing initiatives
- Researched current online marketing concepts, strategy and best practices
- Stayed current with industry trends to maintain and update website and marketing content for competitive edge
- Supported blogs by ensuring consistency from a technical standpoint
- Supported other marketing projects and initiatives as required
- Utilized available outlets (including video and social media channels) and identified new resources and opportunities for improvement
- Utilized company technology and resources to streamline work and maintain high levels of accuracy
- Utilized reporting to set and reached performance goals
- Worked in a fiscally responsible manner tailored to seasonal and quarterly budgets
- Worked on multiple projects and prioritize projects based on deadlines
- Worked on projects as assigned

EDUCATION

COLUMBUS COLLEGE OF ART AND DESIGN

2007 – 2012