

ARIA REYNOLDS

Digital Marketing Intern

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📍 Boston, MA

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EDUCATION

Bachelor of Science
Business Administration

Boston University

📅 2021 - current

📍 Boston, MA

SKILLS

- Hootsuite
- WordPress
- Google Analytics
- Mailchimp
- Google Ads
- Salesforce

CAREER OBJECTIVE

Creative digital marketing student with experience delivering top-notch quality content and leveraging technology to increase traffic and conversions. Self-driven marketer with SEO skills and an understanding of how to grow ROI. Eager to learn and grow in this niche while meeting content goals at Boss Enterprise.

WORK EXPERIENCE

Freelance Writer

Upwork

📅 2022 - current

📍 Remote

- Converted first client into a long-term contract of \$2.4K monthly by increasing content ROI by 71%
- Overhauled client's web content using Google Analytics to rank top on Google results
- **Enhanced bid success to 88%** by matching job keywords and bidding within 5 minutes of posting
- Delivered content that was error-free and reduced requests for revision to less than 2%

PROJECTS

ClubReach

Analytics Analyst

📅 2022

- Maintained content quality and kept posting schedules on Hootsuite, achieving 93% weekly content engagement
- Analyzed data from regular visitors on Salesforce to obtain actionable insights that drove daily traffic from 47% to 89%
- **Turned 37% of first-time visitors** into loyal fans through prompt answers to queries
- Reduced page load time by 30s by incorporating white hat SEO

DMChronicles

Researcher

📅 2021

- Built a WordPress website that adhered to Google algorithms for ranking
- Edited content to match 90% of Yoast SEO requirements
- **Increased traffic by 43%** through aggressive Google Ads with targeted keywords
- Achieved a first-page rank on Google search by creating relevant content to end users