

Objective

Digital Marketing Analyst with expertise in search engine optimization, usability testing, and user experience design. I have a passion for understanding why and how people interact with things on the web. My objectives in any work environment are to help generate more business and revenue through paid search & other digital marketing methods

Skills

SQL, Google Analytics, Google Adwords, Google+, Email Marketing, Content Marketing, SEO, Excel, HTML, Social Media Marketing, Wordpress, And Photoshop.

Work Experience

Digital Marketing Analyst

Stratifyd, Inc - March 2016 – Present

- Successfully increased annual revenue 300% growth by recommending improvements in efficiency. Developing wireframes, sitemaps, and content inventories.
- Coordinating and communicating internally between the inbound sales team and product development team on all marketing strategy needs.
- Performing competitor benchmarking analysis and identify savings opportunities and potential product enhancements.
- Document business processes and analyzed procedures to see that they would meet changing business needs.
- Managing email campaign and associated landing pages to drive organic traffic and leads (MailChimp, kit desk).
- Optimization (SEO) to improve organic research and click-through rate (CTR).
- Developing reporting templates to provide a high-level overview of paid media performance for a weekly meeting with the management team.

E-COMMERCE MANAGER

Tricol Clean, Inc - 2014 – 2016

- Collaborated with Amazon, Zulily, Costco, and Alibaba to sell products on their websites.
- Created a new revenue channel by implementing an email marketing and loyalty program, accounting for 15 percent of sales within 90 days of the launch date.
- Established social media marketing strategy to amplify brand awareness, which includes the most popular social media channels in our target markets.
- Created automated dashboards and reports for end users as well as weekly.
- Measure campaign results in ppc and engagement metrics to optimize for growth.
- Work on MYSQL database to collect daily marketing data and to monitor key indicators of system performance.
- Create content for pay per click (PPC) landing pages, websites, social media, and email.

Education

Master Of Business Administration in Business Analysis And Marketing - 2015(Seattle University - Seattle, WA)Bachelor Of Science in Accounting - 2003(Communication University Of China - Beijing, CN)