

# ROBERT SMITH

## Digital Marketing Analyst

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### SUMMARY

2+ years of experience as a Digital Marketing Analyst, expertise in supporting state-wide campaigns with keyword research, on-page edits, and KPI measurement. Accomplished in managing vendors to create content, deliver recommendations, and develop a strategy.

### SKILLS

Microsoft Office Suite Certified, Automated Insights Wordsmith, Google Analytics, Google Search Console, Spredfast, Conductor Searchlight MVP Certified, SEMRush, MOZ, Screaming Frog Site Auditor, Visual Basic, SQL, Basic HTML, Adobe Premiere Pro, And Final Cut Pro.

### WORK EXPERIENCE

#### Digital Marketing Analyst

Direct Energy - September 2016 – Present

- Found highly-searched and uncompetitive keywords to dominate google positions #1-3 for terms such as "free power" and "free weekends",.
- Utilizing HTML knowledge to insert keyword-rich content and campaign images on landing pages.
- Creating reports to dissect UX by using heat maps and analyzed trends according to traffic (by channel),.
- Working with the power to create content and garner inbound links to build site authority.
- Supervising white spark as they cleaned up home services information across 200 local SEO directories.
- Collaborating with partner, conductor, in order to find keyword opportunities and optimize site structure.
- Discover trends and opportunities to increase spend by monitoring daily traffic fluctuations.

#### Social Media Intern

Direct Energy - June 2016 – August 2016

- Developed key insights in integrated digital programming social media, brand advocates, media partnerships.
- Curated content, managed analytics, and assisted in programming for employee ambassador app.
- Created and managed editorial content for key social platforms, establishing the brands and generating leads.
- Migrated over 50 HTML web pages as part of bounce energy website redesign.
- Created year long Pinterest strategy detailed with themes, board ideas, and paid promotion recommendations.
- Completed keyword audit to uncover new longtail and early customer journey keywords to track and keywords with low search volume to remove from the account.
- Ran site audits weekly to monitor Crawlability and ensure sound site structure.

## SCHOLASTICS

- Bachelor Of Business Administration in Marketing - May 2017(The University Of Texas At Austin - Austin, TX )