

JERRIKA GABRIEL

469.903.7933 · jerrikagabriel@gmail.com · Dallas, TX

DIGITAL MARKETING EXPERT

Innovative Digital Marketing Associate with 7+ years of experience developing and implementing successful digital marketing campaigns. Proficient in SEO, SEM, email marketing, and social media advertising. Skilled in analyzing data to optimize campaigns and increase ROI. Adept at managing cross-functional teams and collaborating with clients to achieve business objectives.

STRENGTHS AND EXPERTISE

SEO/SEM
Paid Social Ads
HTML

Email Marketing Campaigns
Content Management
Business Listing Management

Team Leadership
Communication
Project Management

PROFESSIONAL EXPERIENCE

McCarthy Companies Digital Marketing Associate

July 2023 - Present

Leading the conception and execution of the in-house Search Engine Optimization department, supporting the organic social media strategy and copywriting content for organic and paid content.

Accomplishments:

- Creating the SEO strategy for ten automotive clients for on-page, off-page, and technical SEO.
- Improving customer user experience by adding CTAs and moving important information above the fold.
- Optimizing ad copy by conducting A/B testing on paid Facebook and search ad campaigns reduces wasted ad spend and increases ROI for all clients.
- Developing clear CTA's on all ad, website, and social media copy, delivering a 30% lead uplift.

Freelance Digital Content Strategist

March 2020 - July 2023

Skilled in creating high-quality content that resonates with target audiences, optimizing content for search engines, and managing social media campaigns.

Accomplishments:

- Created and published high-quality paid and organic content that resonated with the client's target audience, which led to an increase in customer engagement and brand loyalty.
- Developed a consistent brand voice and tone across all digital channels to enhance the brand reputation.
- Designed a case-by-case social media strategy that aligns with the client's business goals to increase their social media following and drive more website traffic.

Twenty-First Digital
Audience Development Specialist

September 2019 - March 2020

Identified and segmented digital audiences to increase ROI. Devised strategies that will help them reach their target audience more effectively. In addition, I analyzed data to determine which methods are working and which need to be adjusted.

Accomplishments:

- Successfully increasing ROI by developing effective audience development strategies.
- Creating content that resonates with specific audience segments.
- Developing campaigns that successfully reach target audiences.
- Analyzing data to identify trends and make data-driven decisions.

Lennox Industries
Digital Coordinator

December 2012 - September 2019

Responsible for managing the creation and successful implementation of campaign activities across a wide range of platforms, including email and web. Worked closely with other members of the marketing team and external partners to develop campaigns that would resonate with target audiences. My duties include performing market research, strategizing with other marketing professionals, and creating content to aid in the success of marketing campaigns

Accomplishments:

- Collaborated with internal marketing team members to develop campaigns that would resonate with target audiences.
- Closely tracked data per effort to determine which strategies are working and which need adjustment.
- Supervised creation and successfully implemented campaign activities across various platforms, including traditional and digital media.

EDUCATION

Dallas Baptist University
Master's Degree in Business Administration

University of North Texas
Bachelor of Business

Google Digital Garage
Digital Marketing Certificate

References are available on request.