

Marley Wells

Charleston, SC | emyates96@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Creative and data-driven digital marketing professional with 5+ years of experience in the B2B life sciences industry. Skilled in integrating strategic marketing initiatives with advanced analytics to drive lead generation, optimize campaign performance, and grow brand visibility. Proficient in Google Analytics, Google Tag Manager, and website optimization, with extensive experience in managing full-cycle digital campaigns, website launches, and content development. Well-connected within the digital analytics community and committed to continuous learning and staying ahead of industry trends. For samples of my work, please visit my portfolio linked above.

CORE COMPETENCIES

- Digital Marketing Strategy
- Google Analytics (GA4) & GTM Tracking
- SEO (On-Page & Technical)
- Email Marketing & Automation (ActiveCampaign, HubSpot)
- PPC Campaign Management (Google Ads, Microsoft Ads)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.)
- HTML5, CSS, Bootstrap 5

PROFESSIONAL EXPERIENCE

Rockland Immunochemicals, Inc. – Remote (Philadelphia, PA)

Lead Digital Strategist | May 2024 – Present

- Developed and implemented data-driven digital marketing strategies aligned with business objectives.
- Managed SEO and PPC initiatives, achieving significant traffic and lead growth.
- Integrated AI tools to streamline marketing processes and evaluate business efficiencies.
- Led cross-functional collaboration to support Rockland's digital brand presence.
- Oversaw content development, email marketing strategies, and advanced analytics reporting.

Digital Marketing Specialist | May 2021 – May 2024

- Increased ROAS by 600% through optimized PPC and paid social campaigns.

- Led LinkedIn content strategy, increasing followers by 82.7% through targeted campaigns.
- Managed marketing analytics and reporting using Google Analytics and GA4.
- Oversaw on-page and technical SEO improvements leading to higher search rankings.

Contec, Inc. – Spartanburg, SC

Digital Marketing Coordinator | Nov 2020 – May 2021

- Managed digital presence across 11 social media platforms and three corporate websites.
- Boosted LinkedIn followers by 32% YoY with a 7.73% engagement rate.
- Collaborated with developers to improve website UX and implement SEO strategies.

Marketing Specialist (Contec Healthcare) | Jun 2019 – Nov 2020

- Led marketing campaigns from concept to execution, including budget management and creative production.
- Launched the Contec Healthcare website and multiple successful product campaigns.
- Managed tradeshow marketing and coordinated booth design for industry events.

Clemson University – Clemson, SC

Graduate Storyteller & Marketing Assistant | May 2018 – May 2019

- Created feature videos and managed social media content across graduate programs.
- Improved social engagement using SEO strategies and content optimization.

EDUCATION

Clemson University

Master of Arts (MA), Writing, Rhetoric, and Media Studies (2017 – 2019)

Bachelor of Arts, Writing and Publication Studies | Minor: Comm. Studies (2014 – 2017)

PROJECT HIGHLIGHTS

- Rockland Website Launch: Spearheaded SEO strategy and website migration, ensuring seamless transition and maintaining organic traffic.
- Contec Healthcare Website Launch: Managed cross-functional teams and SEO optimization to successfully launch a new healthcare-focused website.