

# Juliet Charles

## Social Media & SEO Marketer

### Profile

Social Media Marketing Coordinator with a Specialty in Content Strategy, Content Creation and Analytics

### Skills

- Content Creation
- Social SEO
- Content Management
- Meta Analytics

### Tools

- Canva
- SEMrush
- Adobe Express
- Pinterest Business Hub
- Google Suite
- Instagram Analytics

### Ask Me About

- Traveling
- Activities at the Gym
- Art

### Contact Details



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Beaverton, Oregon

### Education

#### Oregon State University

#### BA in Digital Marketing

2022 - Present

- Graphic Design Minor
- GPA 3.9
- AAPI Club
- Marketing Club

### Certifications

#### Acadium Plus

#### Digital Marketing Career Accelerator Program

February 2024 - Present

### Coursera

- Meta Social Media Marketing Certification
- Google Foundations of Digital Marketing & E-commerce
- UC Davis Strategy of Content Marketing

### Marketing Experience

#### Social Media Content Developer

SLMG CO-OP | July 2024 - January 2025

- Developing comprehensive marketing goals and strategic plans for SLMG's social media presence on Facebook, LinkedIn, and Instagram.
- Conducting in-depth social media research to identify trends and optimize content performance.
- Creating detailed buyer personas to tailor content and messaging to the target audience across platforms.
- Designing and managing content calendars to ensure consistent, engaging posts aligned with organizational objectives.
- Collaborating with team members and consortium partners to support SLMG's mission and enhance outreach efforts.

#### Social Media Marketing Manager

High Priestess Herbal Wellness | March 2024 - July 2024

- Spearheaded the digital marketing efforts for an e-commerce brand, driving impactful results through strategic content creation and optimization.
- Meticulously managed the content calendar, ensuring a cohesive and engaging online presence across Facebook and Instagram platforms.
- Leveraged expertise in SEO research tools like SEMrush, conducting thorough keyword analysis and competitor research to inform content strategy and maximize organic visibility.
- Crafted compelling and visually appealing content tailored to each platform's audience with tools such as, Adobe Express and Canva.
- Tracked key performance metrics, analyzing data, and preparing regular reports to assess the effectiveness of social media efforts and inform future strategies

#### Social Media Marketing Associate

FunzoneDesigns | February 2024 - April 2024

- Lead the development and execution of content for a small business through copywriting, blog posting, SEO and social media marketing.
- Increased impression rate by 11x and engagement rate by 24x over a 30-day period through creating branded curated content with successful SEO strategy on Pinterest.
- Drove a 100% increase in engaged audience through implementing on-page SEO tactics on Pinterest over a period of 30 days.
- Multiplied total audience led through original creation of content in Canva by 341% on an e-commerce Pinterest page over the course of 30 days.