

# Juliet Charles

## Social Media & SEO Marketer

### Profile

Social Media Marketing Associate with a Specialty in Advertising, Content Creation and SEO Keyword Research

### Skills

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

### Tools

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

### Ask Me About

- Traveling
- Activities at the Gym
- Art

### Contact Details



503-348-5781



julietcharles18@gmail.com



<https://linktr.ee/julietcharles>



[linkedin.com/in/julietcharles](https://www.linkedin.com/in/julietcharles)



Beaverton, Oregon

### Education

#### Oregon State University

#### Double BA in Marketing & Digital Communication Arts

2022 - Present

- Graphic Design Minor
- GPA 3.2
- AAPI Club
- Marketing Club

#### Acadium Plus

Digital Marketing Career Accelerator Program  
February 2024 - Present

### Marketing Experience

#### Social Media Marketing Manager

High Priestess Herbal Wellness | April 2024 - Present

- 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
- Stayed informed about emerging trends and innovations in social media marketing, and experimenting with new strategies to stay ahead of the curve.
- Consistently delivered measurable improvements in engagement, traffic, and conversions.
- Through continuous performance analysis and optimization, engaging in a pivotal role in driving the brand's digital growth and market presence.

#### Marketing Associate

BOLD LLC. | 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.
- Developed thought leadership blog pieces for LinkedIn that led to my mentor becoming more established as an authority in his niche.

### Other Experience

#### Sales Representative

Verizon Wireless | January 2022 - Present

- Achieved being in the top 3% of Verizon Sales Representatives in the country in February 2024.
- Cascade Plaza Verizon Store leading performer for 2023.
- Number one performer in new line sales growth in the INW04 district in October 2023.
- Number one performer in VZ Home Protect sales growth in November and December 2023 for the INW04 District.
- Top three performer in Verizon Home Internet sales growth in October 2022 in the Pacific Northwest territory for Verizon Wireless.
- Developed new sales strategies and models to lead peers towards reaching monthly sales targets.
- Built long lasting client relationships and managed client database.
- Promoted Verizon products to consumers to help customers resolve challenges.

### Certifications

- Coursera: Meta Social Media Marketing Certification
- Coursera: Google Foundations of Digital Marketing & E-commerce