

# MAVIS WINCHESTER

*SEO Consultant*

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☎ (123) 456-7890

📍 Orlando, FL

🌐 [LinkedIn](#)

## EDUCATION

Bachelor of Science  
Advertising

**University of Florida**

📅 2016 - 2020

📍 Gainesville, FL

## SKILLS

- Microsoft Office
- Google Workspace
- WordPress
- Moz
- Buffer
- MailChimp
- Google Ads
- Asana

## CAREER OBJECTIVE

Proven SEO consultant with a track record of optimizing websites for improved rankings, ready to bring an understanding of on-page and off-page SEO techniques, keyword research, and content optimization to Auctus Marketing Partners.

## WORK EXPERIENCE

### Digital Marketing Coordinator

#### Tupperware Brands Corporation

📅 2022 - current

📍 Orlando, FL

- Increased email open rates by 21% through A/B testing and optimization techniques using MailChimp.
- Improved organic search traffic by 34% through keyword research and on-page optimization using Moz.
- Streamlined internal communication using Google Workspace, resulting in an increase in team productivity.
- Managed Facebook and Instagram ad campaigns, achieving an average **\$2.1 decrease in cost per acquisition** (CPA) over six months.

### Social Media Specialist

#### Fanatics

📅 2020 - 2022

📍 Jacksonville, FL

- Implemented content calendar using Asana, reducing content planning time by 36 hours and ensuring consistent posting schedules.
- Optimized paid advertising campaigns on Facebook and Instagram, leading to a 17% increase in click-through rate (CTR) and a **\$1.4 reduction in cost per click** (CPC).
- Utilized Buffer to schedule posts, saving approximately 26 hours per week and enabling real-time interaction with the audience during peak engagement hours.
- Created and curated content for Fanatics blog using WordPress, resulting in a 12% increase in blog traffic and 21% growth in organic search traffic.

### Freelance Content Writer

#### Fiverr

📅 2018 - 2020

📍 Remote

- Successfully completed 14 projects ahead of schedule, meeting or exceeding client expectations.
- **Generated over \$341K in revenue** through content marketing strategies for clients.
- Conducted in-depth keyword research and SEO optimization, leading to an average 23% boost in organic search traffic for client websites.
- Developed and managed Google Ads campaigns, achieving an average 37% increase in click-through rates.