

SEO Manager SEO Manager Web Content and Social Media Specialist - The Dartmouth Institute
Springfield, NH Looking to team up with businesses not yet ready to hire a full time Digital Marketing
Person, ie, web developer/webmaster/SEO master/PPC/email blasting/webinar/social media. That
person is someone, like me, who gets all that techy stuff, but also knows consumers, habits and has
a creative flair. Someone, like me, who is transparent, driven, passionate and committed. A person,
like me, who has a track record of successes. The companies I seek are down to earth, know they
need help, want help and regardless how big, just want someone to take the lead and get the job
done honestly. Work Experience SEO Manager Brookstone - Merrimack, NH October 2017 to May
2018 Business Technology Teacher Stevens High School - Claremont, NH August 2014 to October
2017 Teach highschool students business technology, everything from Google drive to Microsoft
Office to Adobe products. I began in 2014 without any curriculum and have been creating and
updating on a regular basis. In the past year, I taught Digital Art and Design and MultiMedia Art.
Next year, I add in two classes, Intro to Career Readiness and Digital Marketing. The goal is to
provide students with real situations and projects. Web Content and Social Media Specialist The
Dartmouth Institute October 2012 to August 2014 Lead project manager for re-designs and new
websites Provided insights, identify risks, monitor functionality development and test for W3C
compliance Collaborate and trained colleagues Webmaster for tdi.dartmouth.edu and
tdi.intranet.dartmouth.edu Perform monthly analysis via Google Analytics, Facebook Insights, and
SEO tools Strategized social posting, CPC campaigns and SEO with colleagues Improved UX
for the alumni and internal newsletters New Media Coordinator University Press of New England
November 2011 to October 2012 Create and present reports to Stakeholders Responsible for
establishing and maintaining all social media Provide technical/social media support to authors
Collaborate with team members to strategize promotional activity Project Manager/Senior Internet
Marketing Specialist, Brandit Marketing Brandit Marketing April 2011 to September 2012 proposals
based on client needs. Collaborated with team members concerning marketing Prepared
monthly analysis of site, provided suggestions Design and execute social media strategies
Director of Internet Marketing Solid Executive May 2011 to July 2011 Developed scope for website

Responsible for managing deliverables on the project Identified and resolved issues and risks

Developed Internet Marketing, primarily SEO and social media, strategy CEO/Owner Clients

Website Company October 2007 to October 2007 Managed all projects through life cycle Created workflow for series of projects Instructed Small Business seminars on Internet Marketing, specifically SEO Perform KOI to identify best keywords to use for internal linking and external linking Project Manager Moonrise Productions July 2007 to October 2007 Organize and coordinate dynamic cross-functional projects involving multiple internal groups, team members and technical. Facilitate team meetings, conference meeting with stakeholders, compile status and variance metrics. Manage the completion of tasks and facilitate pro-active communication with project stakeholders Manage issues and resolutions. Works cross functionally to ensure optimal speed and quality throughout the project lifecycle, including project definition, plan development, estimating, resource assignments, process compliance, and development coordination. Project Management Assistant to the PMO manager IBM February 2007 to May 2007 Supported project managers by researching material, preparing meeting notes, weekly and status reports. Maintained project repository, Created and implemented procurement logs Monitored charges for contract employees IT Coordinator McDade ISD 2003 to 2005 Ensures effective communication between team members, stakeholders and senior level management, including formal presentations Negotiates resource commitments for program and project level efforts. Provides clear, timely, and accurate project status reporting. Responsible for the creation and management of all project documentation. Supports the continuous improvement of project processes.

Education Masters of Science in Information Technology Capella University B.S. in Business Administration University of New Hampshire Certification in General Education University of Texas Skills MS Project, Adobe Suite, HTML/CSS, Responsive Web, All Microsoft office, Social Medias, SEO tools

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