Consultant Consultant San Francisco, CA   Driven   Self-motivated   Sales background - cold calling, fundraising   Work very well independently   Great at setting and meeting goals   Have day-traded, swing-traded, and invested in US and international equities and crypto-currencies   Search Engine Marketing (SEM)   Search Engine Optimization (SEO)   Social Media Marketing (SMM)   Marketing performance measurement and reporting   Analytics   Pay-Per-Click Advertising (PPC)   Google AdWords   Conversion Rate Optimization (CRO)   Inbound marketing   Email marketing including creating, managing and analyzing email marketing campaigns   Marketing strategy   Keyword research   Facebook Advertising   Content Marketing   Social Media Optimization (SMO)   Marketing for Real Estate Brokers/Agents   New Home Marketing for real estate developers/home builders, including single-family homes, gated communities, rental communities, condominiums, vacation rental properties ... Work Experience Consultant DAILY FISH Marketing, LLC - San Francisco, CA August 2014 to Present Digital marketing services for a variety of clients, including real estate developers/home builders, fashion designers, designer apparel retailers, luxury goods, real estate brokers, law firms, software companies, SSAS providers, schools, and nonprofit organizations. ? Marketing strategy ? Email Marketing ? Keyword Research ? Search Engine Optimization (SEO) ? Social Media Optimization (SMO) ? Social Media Marketing, including setup, management, analytics, optimization   ? Facebook Ads   ? Google Analytics, including setup, management, reporting, optimization   ? Google Webmaster Tools setup and management ? Content Marketing, including setting up and managing blogs ? Conversion Rate Optimization (CRO) ? Inbound Marketing ? Pay-Per-Click Advertising (PPC) with Google AdWords

Digital Marketing Strategist PresGroup - Danville, CA September 2014 to July 2019 Digital marketing services for real estate developers/new home builders including: ? Social Media Marketing, including setup, management, analytics, optimization   ? SEO   ? Google Analytics, including setup, management, reporting, optimization ? Keyword Research ? Email Marketing ? Content Marketing, including setting up and managing blogs ? Facebook Ads ? CRO Internet Marketing Analyst SalesX - Foster City, CA May 2014 to September 2014 Managed/executed SEO services for 50+ clients, primarily senior homecare clients around the US including HTML coding in

Microsoft SharePoint Content Management System (CMS) ? Managed/executed social media for 30 clients ? Managed/executed email marketing for 30 clients ? Managed Google Analytics services for clients ? Developed social media services program to complement monthly SEO and PPC work ? Created/documented production processes and systems; managed InfusionSoft CRM implementation Seasonal Fundraiser San Francisco Ballet (through Bay Area Arts Marketing) - San Francisco, CA May 2013 to July 2013 Donor Database Assistant, Temporary Diocese of Oakland - Oakland, CA March 2013 to April 2013 Development Database Manager The Bay School of San Francisco - San Francisco, CA October 2011 to October 2012 Grants Assistant (contractor) The Christensen Fund - San Francisco, CA July 2011 to September 2011 Development Assistant, Advancement Department U.C. Hastings College of the Law - San Francisco, CA January 2011 to June 2011 Business Development Coordinator Victoria Law Group - Miami, FL April 2010 to September 2010 Marketing and administrative coordination, property research ? Created and posted HTML-based ads for legal services and property listings on Craigslist and other sites ? Managed web content on multiple WordPress websites including raw HTML coding ? Managed social media ? Updated, edited, and extended website features and functionality ? Tracked and analyzed website traffic and marketing campaigns using Google Analytics ? Edited/optimized images in Photoshop and Illustrator Inside Ad Sales JewishSearch.com - North Miami Beach, FL December 2009 to April 2010 Cold-called businesses offering online and print ad space, including online business directory, banner ads, text ads, print magazine Fundraiser PBS TV station - Miami, FL January 2009 to April 2009 Auction Manager (Seasonal) Interim Database Manager, Advancement Department French American International School - San Francisco, CA July 2008 to October 2008 Development Assistant Contemporary Jewish Museum - San Francisco, CA December 2007 to March 2008 Office Manager Holocaust Center of Northern California - San Francisco, CA August 2006 to April 2007 Marketing Consultant i.e. communications, LLC - San Francisco, CA February 2004 to September 2004 Helped clients use technology to carry out communications strategies for a statewide satellite videoconference on youth violence prevention and a statewide initiative to tap into the senior citizen population for After School Program staffing ?

Managed and integrated FileMaker Pro databases ? Designed/built websites for conferences including raw HTML coding Sales Administrative Support eBay - Campbell, CA May 2003 to August 2003 Provided admin support, exported sales performance data using online dashboards into Excel, organized it, and created charts ? in Connection to eBay, joint venture between eBay and Accenture ? Ran eBay Stores for Fortune 500 companies, including Martha Stewart Living, Sharp, Toshiba, Fujitsu, Sony   2 of 4 Self-Employed Self-Employed 2001 to 2003 Web Development, E-commerce, Auction and Marketing Consulting Dr. Dean Edell, Travel Update, QuickenTV CNX Media - San Francisco, CA February 2001 to May 2001 San Francisco, CA / Feb 2001 - May 2001 Web Technical Producer ? Coded HTML, CSS, JavaScript, and edited ASP and ColdFusion for TV news shows (Dr. Dean Edell, Travel Update, QuickenTV) ? Wrote DOS and VB scripts to automatically publish new content to external servers ? Responsible for online advertising compliance and for increasing banner ad spots on TV station websites Junior Web Interface Developer Convergence Mediagroup - San Francisco, CA September 2000 to January 2001 Coded HTML, CSS, JavaScript; Flash integration; graphic optimization; QA ? Met with clients to assess needs and to offer interactive marketing solutions ? Developed company's first wireless web application project using WML (WAP) ? Researched marketing potential of wireless web and interactive television and presented internally Web Integration Specialist Rare Medium - San Francisco, CA April 2000 to August 2000 Coded HTML, CSS, JavaScript, integrated JSP for Modo, wireless handheld device that used pager networks and Pixo OS to provide city-specific lifestyle content and promotions activated by user's location Front- end Web Developer iTrainOnline.com - Sunnyvale, CA December 1999 to April 2000 Collaborated with ASP programmers to develop online training application at 123Attend.com that embedded WebEx software (123Attend.com was later purchased by AT&T) Web Production Intern Webmonkey.com - San Francisco, CA July 1999 to October 1999 Assisted with web production tasks and QA for content Education Psychology, Philosophy Barry University - Miami, FL June 1994 to January 1996 Skills MARKETING, SEO, SOCIAL MEDIA MARKETING, ADVERTISING, INBOUND MARKETING, FUNDRAISING, FRONT-END, DREAMWEAVER, SHAREPOINT, OPTIMIZATION, CRM, CRO, SMO,

WORDPRESS, ACROBAT, EXCEL, OUTLOOK, POWERPOINT, WORD, PHOTOSHOP

Certifications/Licenses FINRA SIE - Securities Industry Essentials Present

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