

Marketing + IT Manager Marketing + IT Manager Project Manager - Google AdWords Minneapolis, MN Work Experience Marketing + IT Manager Paintball Minnesota - Minneapolis, MN May 2014 to Present -Expand online search visibility to make it easier for customers to find Paintball Minnesota. Use Google s Keyword Planner to optimize the website s content/context in conjunction with keywords and search terms to manage Google AdWords search and display network campaigns -Establish a customer database from the online paintball reservation system and use Mailchimp's email marketing platform to promote special events to increase sales of return customers -Raise brand awareness by creating original content to publish to websites, Facebook, Youtube, Twitter and Instagram, through media like videos, photos, and blogs Sales + Digital Marketing KC Fortune Cookie Factory - Minneapolis, MN November 2013 to May 2014 -Improved the company s website Search Engine Optimization (SEO) by creating content through videos, stylized product photography, and blogs -Sought and communicated with popular bloggers to promote the fortune cookie brand and raise awareness for the versatility of their product Project Manager KC Fortune Cookie Factory - Minneapolis, MN May 2015 -Build a company model that enhances consumer engagement with the idea that what we offer is more than a product because it can provide a meaningful, human experience -Establish a contemporary company brand standard in lieu of the expected, traditional route for the Chinese fortune cookie -Work closely with a team to concept, design, and develop an ecommerce website with a focus of improving the order process for both customers and employees Education General Education Coursework University of Minnesota Twin Cities - Minneapolis-Saint Paul, MN Skills Social Media Marketing (2 years), Social Media Management (2 years), Customer Service (5 years), CMS (2 years), Wordpress (2 years), HTML (2 years), Adobe Illustrator (2 years), Adobe Photoshop (2 years) Certifications/Licenses Google Adwords Certified December 2015 to December 2016 Google Analytics December 2015 to June 2017

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