

Jessica Vian

Vancouver, WA 98682

jessicavian55_k7e@indeedemail.com

+1 360 601 7140

A self-directed and talented college student seeks a challenging and growth-focused position. Bringing a strong background in office work, organizational skills, and excelling in interpersonal communication; this candidate is prepared to excel.

Work Experience

Digital Strategy Manager

Evergreen Equity Holdings - Vancouver, WA

December 2019 to October 2021

Built and managed an SEO and PPC-focused digital marketing strategy

- Used a host of tools including the Office suite and multiple digital data management tools
- Ability to self-direct, prioritize, and redirect to new issues as they arise
- Managed multiple social media accounts

Temporary Claims Manager

Sapa Extrusions - Portland, OR

July 2018 to December 2018

Created a new claims system for defective material

- Worked closely with existing personnel of all levels to develop a claims system that works for all departments
- Used math formulae to develop an equitable return rate for defective metal

Education

Bachelors in Data Analytics

Washington State University - Vancouver, WA

August 2021 to Present

Associate in Science (AS) in Computer Networking

Clark College - Vancouver, WA

September 2019 to June 2021

Skills

- Project management
- Google AdWords
- Keyword research
- A/B testing
- Research

- Marketing
- R
- Email marketing
- HTML5
- Website maintenance
- Digital marketing
- SEO
- Microsoft Excel
- Python
- SEM
- PPC Campaign Management
- Social Media Management
- WordPress
- Google Analytics
- Branding
- Blogging
- Facebook Advertising
- Content Creation
- Data Visualization
- Analytics
- Copy editing
- MailChimp
- Content marketing
- Social media marketing
- Google Ads
- Conversion optimization
- Adobe Photoshop
- Lead generation
- SEO tools
- Google Search Console
- Google Tag Manager
- Google Suite
- Customer service
- CRM software
- Google Docs
- Slack
- Databases
- Data collection
- Salesforce
- Microsoft Access

- Database management
- Leadership
- Data analytics
- GIS
- Windows

Certifications and Licenses

Google AdWords Certification

Google Analytics Certification

Assessments

Marketing — Highly Proficient

October 2021

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

Analyzing data — Highly Proficient

October 2021

Interpreting and producing graphs, identifying trends, and drawing justifiable conclusions from data

Full results: [Highly Proficient](#)

Data entry: Attention to detail — Highly Proficient

November 2019

Maintaining data integrity by detecting errors.

Full results: [Highly Proficient](#)

Logic & critical thinking — Proficient

October 2019

Using logic to solve problems.

Full results: [Proficient](#)

Customer service — Expert

September 2020

Measures a candidate's skill in evaluating approaches to customer service & satisfaction.

Full results: [Expert](#)

Written communication — Expert

November 2019

Best practices for writing, including grammar, style, clarity, and brevity.

Full results: [Expert](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.