

ANNA ANDERSON

Digital Marketer

PERSONAL SUMMARY:

I am a goal-oriented digital marketer with an eye for detail, a passion for data insights, and expertise in communication.

PROFESSIONAL SKILLS:

- Written and verbal communication
- Creating and maintaining relationships
- Numerical analysis | Data analysis
- Leadership / Management
- Interviewing
- Organization
- Marketing Strategy
- Enthusiasm & Charisma
- SEO (On & Off Page, Technical)
- Gumption and positive
- Google Analytics Certified

CONTACT DETAILS:

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EMPLOYMENT HISTORY:

JUNIOR BUSINESS ANALYST & CONTENT PROJECT MANAGER

| AVALOW | AUGUST 2018-PRESENT

- Developed expansion strategy by collecting data, analyzing data, creating visualizations, and doing market research to determine the best locations to expand, given demographic information and specific targeting.
- Managed all content including: scheduling, assigning, keyword research to determine topics, editing, occasional writing, other research for pieces, managing writers both internal and external, and developed content strategy.
- Wrote the process for content department: goals, strategy, communication process, and expectations for new-hires and current team.
- Collaborated with CEO and COO to keep them informed of current issues and strategies surrounding SEO and social media data, and presented findings to inform and persuade in decision making.

SEO MARKETING SPECIALIST

| PAGE ONE POWER | MAY 2017-JANUARY 2018

- Used digital marketing tools (Moz, Majestic, Buzzstream, Screaming Frog, etc.) to assess SEO quality of clients website and pages and for competitor analysis.
- Helped coordinate a research project to optimize client deliverables and analyze data to determine the factors that were conducive to consistency.
- Used keyword research to analyze client and competitors and assess potential strategies.
- Shadowed/trained with PMs in development of SEO strategy for clients, reporting, relationship management, and internal workflow management.

ACADEMIC BACKGROUND:

BOISE STATE UNIVERSITY

Bachelor of Arts in Communication

In progress

NORTH IDAHO COLLEGE

Associate of Science

Phi Theta Kappa Honor Society

Communication Certificate

3rd place out of 900 in a speech competition

EXTRA SKILLS:

- Started own business in college and know how to hustle
- Enjoy speaking in front of crowds and presenting
- Extremely versatile in skill set from varied experience: marketing, communication, data analysis, social media, presenting, and a genuine interest in learning all the time.