

# Selena Ramirez

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## PROFILE

A Content Marketing Professional with five years of experience specializing in digital marketing, content strategy, Google Analytics, and copywriting. A proven track record of developing strategies to enhance SEO performance and web traffic for emerging products and brands.

## PROFESSIONAL EXPERIENCE

### Content Marketing Specialist

Clear Energy Inc., Seattle, WA | May 2019 - Present

- Develop and implement content marketing strategy for the introduction of new alternative energy products to the market, including the creation of blog posts, landing pages, social media campaigns, and case studies
- Improve SEO search rankings for "solar energy solutions" from 25th to 15th by conducting webpage audits and introducing link-building campaigns across the site
- Support a 200% increase in product sales on the company website by creating web copy and online modules in alignment with target audiences

### Content Marketing Specialist

Seattle Marketing Consultants, Seattle, WA | May 2017 - May 2019

- Delivered content marketing services to client businesses throughout the greater Seattle area, evaluated web copy, performed SEO audits, researched target demographics, and provided recommendations to grow online presence
- Coordinated with client marketing teams, content writers, and SEO specialists to identify opportunities to enhance SEO growth and improve time-on-page metrics

## EDUCATION

### Bachelor of Arts (B.A.) Marketing

University of Washington,  
Seattle, WA  
September 2013 - May 2017

## KEY SKILLS

- Content Marketing
- \* SEO Strategy
- Google Analytics
- Product Marketing
- Copywriting