

Emily Plummer

Website: emily-plummer.github.io
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SKILLS

- Highly self-motivated with a passion for learning new things and helping others.
- Experienced in creating semantic and responsive sites using HTML5 & CSS3.
- Experience using Git and SVN.
- Currently learning Javascript & jQuery through Code School & practice projects.
- Knowledge of Illustrator and Photoshop.

WEB DEVELOPMENT EXPERIENCE

Experts Exchange San Luis Obispo, CA 9/14-Present

Front End Web Developer Intern

- Develop and edit pages through internally created CMS.
- Fix bugs.
- Create landing pages and email templates in Marketo.

Barker Creek Publishing Bremerton, WA 4/10-8/14

Web Development and Marketing Representative

- Developed and styled custom eBay store.
- Managed multiple eCommerce channels.
- Organized online marketing campaigns through the use of blogs, email, PPC, and social media.
- Trained employees to continue marketing efforts during the school year.

MARKETING EXPERIENCE

Shopatron, Inc San Luis Obispo, CA 8/13-4/14

Online Marketing Associate – Online Marketing Intern (Previous)

- Managed several large brands' online presence to drive traffic & sales to online store while building brand awareness using data driven techniques.
- Managed and optimized eBay stores for 5 major brands.
- Made technical SEO fixes such as meta data optimization, UX optimization, and implementing internal linking structures.
- Performed SEO & Brand Audits for clients.
- Wrote 300+ optimized product descriptions for major brand in the toy industry.
- Restructured and refined a \$20,000/day budget campaign in Google AdWords.

EDUCATION

- California Polytechnic State University, San Luis Obispo
- Bachelor of Science in **Business Administration**, December 2014
- Concentration: **Marketing Management**
- GPA: **3.519**
- Università degli Studi di Torino – SAA, Turin, Italy, Study Abroad Business Program, Fall 2012
- Chiang Mai University, Chiang Mai, Thailand, Study Abroad Business Program, Winter & Spring 2013