

Specializing in client-side technologies to provide user engagement and digital marketing insights- drawing on experience in front-end development, analytics, SEM, and product management.

DIGITAL STRATEGIST New York Tour1 04/2014 - Present

911groundzero.com
newyorktour1.com
paristour1.com
LAtour1.com
thewallstreetexperience.com
Insidebroadwaytours.com

- Developed and managed all aspects of company's portfolio of websites and blogs to help obtain 20,000+ collective reviews and rank #1, #3, #11, and #12 on TripAdvisor for tours in NYC
- Lead internal discussions about effectiveness of digital marketing strategies and provided business insights based on analyses from custom data reports
- Managed implementation of enhanced visitor and transactional analytics, and validated reliability of client-side data collection on 500k+ annual online visitors by running regular and ad-hoc QA tests
- Maintained consistent YOY growth in organic and social media acquisition through extensive SEO and SEM research, identifying on-site opportunities and assessing SERP competitive landscape to guide social marketing, content strategies, and web design
- Implemented improvements to internal operational bottlenecks for over 100 employees by coordinating development of intranet and developing automation tools
- Hired and worked with remote PPC consultants and developers on issues

WEB DESIGNER - Self 01/2014 - 05/2014

- Set up basic websites and provided support for local small business owners

PRODUCT ASSISTANT DC Connect 05/2011 - 04/2014

- Assembled, configured, and tested components to ensure functionality
- Designed graphics for kiosks and interactive displays and marketing material
- Wrote step-by-step instructions and troubleshooting guides for clients, and updated internal production information

Parsons The New School for Design Design Management, BBA

Coursework Included: Data Visualization, Qualitative Research Methods, Design-thinking, Project Management, Rapid Prototyping, Graphic Design, Business Innovation, Service Design

WEB DEVELOPMENT:	HTML, CSS, jQuery, JavaScript, Node.js, PHP, SQL, Git CLI
ANALYTICS:	Google Tag Manager / Analytics / Optimize / Attribution / Tag Assistant, Campaign UTM Builder, Chrome DevTools, WASP.inspector, Structured Data Tool, GTmetrix
SEM + SEO:	AdWords, Facebook Ads, SEMRush, Ahrefs SEO, SpyFu SEM, Google Search Console
PRODUCT MANAGEMENT:	Technical Requirements, Feature Set Writing, Scope Definition, Storyboarding
DESIGN:	Adobe Illustrator / Photoshop, Wireframing, Graphic Design, Content Management