

**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 and other high positions 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
- Implemented improvements to internal operational bottlenecks for over 100 employees by coordinating development of intranet and automation utilities
- Trained employees on website management and in-house content creation
- Hired and worked with remote marketing consultants and developers
- Provided input into business development and organizational needs: proposing traction channels for growth, researching potential beneficial technologies, and evaluating custom solutions

**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

- 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
- Assembled, configured, and tested components to ensure functionality

**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*

[Online Courses](#) Google Tag Manager Fundamentals (Google Analytics Academy) • Advanced Google Analytics (Lynda.com, American Marketing Association Approved) • SQL Essential Training (Lynda.com) • JavaScript for Web Designers (Lynda.com) • Learning Chrome Web Developer Tools (Lynda.com) • The DOM in JavaScript, jQuery, AngularJS, and React (Lynda.com)

**Web Development**

HTML, CSS, jQuery, JavaScript, Node.js, PHP, MySQL

**Analytics**

Google Tag Manager & Analytics, Chrome DevTools, Excel

**SEM / SEO / PPC**

AdWords, Facebook Ads, SEMRush, GTmetrix

**Product Management**

Technical Requirements, Feature Set Writing, Scope Definition, PivotalTracker