James Randolph

New York, NY
(203) 763-9744
james.randolph2016@gmail
linkedin.com/in/jmrandolph/

EXPERIENCE

Mimeo.com, New York, NY — *Jr. Digital Marketing Specialist*

SEP 2016 - PRESENT

- Implemented SEO strategy which contributed to a 31% increase in organic new-user traffic during an 18 month period
- Manages pay-per-click search and display marketing campaigns
- Created web pages for ad channels that averages a 1.5% bounce rate; compared to site average of 34%
- Manages site search indexes to optimize back-end website data

Mamava, Burlington, VT — *Marketing Intern*

FEB 2016 - APR 2016

- Compiled web and social media analytics to refine community management strategy
- Published content that garnered over 3,000 impressions and 51 media engagements
- Increased monthly social traffic by 55% during the first month of internship

Marketing Partners, Burlington, VT — *Marketing Intern*

SEP 2015 - MAR 2016

- Managed online media presence for multiple brands
- Wrote press releases and media advisories to increase media mentions and coverage
- Researched contacts and event to grow customer data lists

EDUCATION

Flatiron Coding School, Online — *Full Stack Web Dev.*

FEB 2017 - PRESENT

Champlain College, Burlington, VT — *BA in Public Relations*

AUG 2012 - MAY 2016

Universidad Antonio de Nebrija, Madrid, ES — *Study Abroad*

JAN 2015 - May 2015

SKILLS

- HTML
- CSS
- JavaScript
- Ruby on Rails
- Object Oriented Programming
- SQL
- Web Development
- Search Engine Optimization
- WordPress
- Marketing Automation
- Microsoft Office
- Adobe Photoshop
- Adobe Illustrator

MORE INFO

Github: james-randolph-50

Codepen: @jrandolph