

Garland Days

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Blake Denman, Founder & President
RicketyRoo Inc.
88 NW Hill Street, Suite 3
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Hi Blake:

I noticed that you are seeking a Local SEO Specialist, and I believe I could be a great fit for RicketyRoo. My diverse background and skill set could be valuable to analyze data to develop valuable market insights for clients. My recent experience includes:

- **Analysis & Reporting:** utilizing Google Analytics/AdWords and SEMrush keyword research to encourage data-driven, strategic decisions
- **Partnership Engagement:** leveraging trade show contacts to promote brand awareness and new products
- **Graphic Design:** creating and managing the design of compelling online content and marketing collateral using Adobe Creative Suite software tools
- **Email Marketing:** increasing overall sales by creating innovative, promotional content using ActiveCampaign and MailChimp
- **Social Media:** managing multiple channels with dashboards to schedule and post content using Hootsuite and RebelMouse

In addition to my marketing expertise, my recent experience at Ocean Equipment has included working on a wide variety of digital initiatives such as SEO, graphic design, and asset management. Also, I am a marketing consultant and provide digital creative services to clients throughout Oregon.

I am certified in AdWords and have managed multiple PPC accounts for both small and large businesses. As my resume will reflect, with my strong background in SEO and analytics I can be an effective member of the team at RicketyRoo.

Thank you.



Experience

Heart of Oregon Corps, Bend

April 2017-April 2018

Development Coordinator

- Secured new funding partnerships with corporate donors, foundations, and institutions
- Coordinated PR to align with annual communications plans including special events
- Wrote and submitted grant and contract proposals to support core operations

Ocean Equipment, Bend

March 2017-April 2018

Graphic Designer

- Created print-ready & web-optimized digital assets using Illustrator, Photoshop, and InDesign
- Designed point-of-sale advertising and B2B and B2C sales materials
- Managed website content delivery to increase SEO and product sales

BBT Architects, Bend

Jan. 2016-Dec. 2016

Marketing Manager

- Managed all marketing functions in support of the firm's long-range strategic plans
- Led business development and market research efforts
- Oversaw strategic communications, public relations and proposal development

Mackenzie, Portland

Jan. 2015-August 2015

Marketing and Communications Coordinator

- Drafted and packaged proposals in response to RFP/RFQ leads
- Maintained digital assets and updated website content
- Wrote press releases and blog posts on technical matters for a variety of audiences

Perkins Eastman Architecture, NYC

May 2014-Dec. 2014

Web Communications Coordinator

- Implemented effective website improvements and upgrades
- Managed content integration between the firm's iDAM, Vision and CMS platforms
- Worked directly with management to develop the firm's online media strategy

The New School's Communications Dept., NYC

May 2013-April 2014

Online Media Producer

- Developed effective key messages and distributed content across multiple channels
- Redesigned the 2013 Parsons Thesis website, resulting in a 150% increase in monthly visitors
- Wrote and published news stories on the University blog

Skills

Proficient in Adobe Creative Suite,
Excel, WordPress, Google AdWords Certified

Education

M.S. in Media Management, The New School
B.A. in History, James Madison University