

Digital Marketing Projects

Explore Digital Marketing Projects I involved both in professional and academic settings

Project: Retailing Management for Cal Poly Pomona Farm Store

- Duration: June 2024 – August 2024
- Role:
- Objective:
- Tools Used:
- Strategy:
- Results: - include numeric value
- Visuals:

Project: Boosting Organic Traffic for Taiyo America

- Duration: June 2022 – August 2023
- Role: SEO & Content Strategist
- Objective: Increase organic traffic by 30% in 3 months
- Tools Used: SEMrush, Google Search Console, WordPress
- Strategy: Conducted keyword research, optimized 20+ product pages, created blog content around trending health topics
- Results: - Organic traffic increased by 42% - Avg. session duration improved by 18%
- Visuals: Include Google Analytics screenshot, before/after keyword rankings

Graphic Design Gallery