

SEARCH ENGINE MARKETING COORDINATOR

Professional Profile

Collaborative UI DesignerÂ committed to developing elegant user interfaces that raise the bar for utility and design.Â Problem-solver, successful at creating a seamless user experience throughout entire product line. Innovative use of SEO to engage users and drive traffic. Seeking position with the chance to develop a company's creative direction.

Qualifications

- Start-up experience
- E-commerce design
- Detail oriented
- Web content management
- Advanced programming and design skills
- Landing page development
- SEO
- Project management
- Website optimization
- Excellent problem solving skills

Areas of Expertise

Graphic & Web Design | Design development, brand development, wireframing

Email Marketing | Design, content, analytics, list growth, sales conversion

Partnerships | Affiliate management, cross-channel marketing, business development, team building & leadership

Project Management | Budgets, project scope, deadlines, milestones, organization, virtual collaboration

SEO/SEM | Link building, copywriting & content creation, content optimization, keyword analysis

Experience

Search Engine Marketing Coordinator 08/2014 to 03/2015 YP City , STATE

Provide keyword research, ad copy, and optimized landing pages for PPC campaigns. Demonstrate continuous effort to improve operations, decrease cycle time, streamline work processes, and work collaboratively.Â

- Write landing pages that are designed to be highly relevant to search engine marketing campaigns and to drive phone calls and email leads; ensure that content stresses unique value proposition and is compelling to the target audience.Â Â
- Confirm all landing page content aligns with brand strategy and message platforms, including corporate brand strategies.Â
- Translated abstract requirements into concrete user flows and interaction designs.
- Reliably kept senior management abreast of project statuses.
- Worked closely with product managers, visual designers and development team to appropriately evolve designs from concept to launch.
- Worked closely with several cross-functional teams including business solution architects, customer operations, support and training teams and engineering to maximize product efficacy.

Results

- Increased conversions (leads, sales, etc.) Â
- Frequently improved client's search engine visibility (impressions) and click-through-rates.
- Shown ability to significantly improve keyword rankings.
- Regularly enhanced client's overall web presence and reach.Â

Interim Marketing Communications Manager 05/2014 to 09/2014 Safeguard City , STATE

Developed and Launched New Brand Identity to change company name and market positioning from Safeguard to Safeguard Marketing Innovations. Included creation and deployment of brand guidelines, style book, new e-commerce website and corporate blog, building library of rich media assets, social identities, and marketing collateral.Â

- Increased site visits by 300%Â with redeveloped direct email marketing strategy and website redesign.
- Full oversight of web development, online content, design, UI/UX, SEO/SEM, PPC & CRM campaigns, brand identity & corporate communications.
- Ensured best Web practices and maintain brand standards in all messaging Â
- Worked with executive management team on market positioning, brand messaging and transition planning Â
- Ongoing responsibility for website administration and maintenance, A/B testing and optimization, editorial calendar, rich media asset creation (videos, webinars, slide presentations), partner & vendor relations
- Designed and Wrote Copy for Email Campaigns, newsletters, white papers and marketing collateral; created engaging content for website and social media outlets to reflect new brand identity, messaging and market position. Prepared printed material by writing copy, proofreading, and copyediting, as well as liaising with copywriters and designers. Developed and managed internet marketing programs, including organic optimization, blog implementation, paid search marketing, and quality link-building efforts.Â
- Conducted usability testing and integrated feedback into revisions.

Freelance Graphic/Web Designer 02/2011 to Current Dani B. Designs City , STATE

Web Designer and Developer

Consult, create, and maintain web presence for clients, focusing on elegant, professional design, functionality, usability, SEO, market research, and more.

- Developed Web sites for clients on a contract basis.

- Translated abstract requirements into concrete user flows and interaction designs.
- Presented solutions to complex design problems in presentations, click-through prototypes and design specifications.
- Conducted usability testing and integrated feedback into revisions.Â

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Graphic Designer

Meticulously followed corporate brand guidelines to enable brand consistency across campaigns and marketing programs.Â Prioritized graphic workload and effectively coordinated multiple projects.

- Designed unique print materials, including advertisements, brochures and logo designs.
- Contributed ideas during strategic and conceptual brainstorming sessions.
- Prepared layouts and drawings in compliance with established templates and design standards.
- Designed web pages, graphic elements and infographics for email newsletters.
- Recommended techniques, methods and media best suited to produce desired visual effects.Â
- Consistently adhered to all delivery schedules.

Education

MBA 2014 Georgia Southern University City , State

- Concentration: Information Systems

Bachelor of Science : Justice Studies 2008 Georgia Southern University City , State

- Minor in Information Technology
- Recipient of the James and Loretta Bradford College of Information Technology Scholarship 2005-2006

Technical Expertise

Digital Marketing, Analysis & Tracking | Bing Webmaster Tools, Constant Contact, Eloqua, Facebook Analytics, Google Alerts, Google Analytics, Google Adwords, Google Keyword Planner, Google Webmaster Tools, Hubspot, MailChimp, Marketo, Microsoft Dynamics, Omniture, Salesforce.com Â

Software & Programs | Access, Excel, Keynote, Lync, MS Project, Pages, PowerPoint, Publisher, Word, Basecamp, Google Apps, Google Docs, MS Project, Quickbase, RingCentral, SharePoint, SPSS, WebEX, Photoshop, Illustrator, InDesign, After Effects, Balsamiq, Mockingbird Â

Social Media & Listening Tools | Twitter, Facebook, LinkedIn, Google+, YouTube, Tumblr, Pinterest, Instagram, Vine, Skype, Foursquare, Yelp, Flickr, HootSuite, Sprout Social, Klout Â

Web / UI Development | Advanced HTML/CSS, JavaScript, SQL, JQuery, Joomla, Shopify, Bigcommerce, Squarespace, Wix, WordPress, responsive design, cross-browser functionality testing, user experience, A/B testingÂ

Certifications

- Google AdWords Certified
- Bing Ads Accredited Professional