

Michelle Hiland

Senior Marketing Professional

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Summary

I am a marketing professional with the ability clearly articulate and implement client's vision, mission, value proposition, brand architecture, and positioning. I am intimately aware of SEO best practices and how to increase customer leads and conversions. I have excellent written and verbal communication skills and love working with people. I have a competitive mind from running trail races and value working through challenges and staying positive. I love learning and enhancing my skill set and I am an analytical problem solver. I am seeking a Senior Marketing position at a fun and challenging company.

Areas of Proficiency

Tools: Adobe Creative Suite & Cloud, Google Tag Manager, Google Search Console, Google Adwords, SEO, MailChimp

Certifications: Analytics Certification-Google Analytics (May 2018), Google Adwords Essential Training , UI/UX Design

Skills: Social Media Marketing, Conversion Optimization, SEO & SEM, Email Marketing, Content Marketing, Web Analytics

Experience

DIGITAL MARKETING MANAGER, MTN DOG MEDIA, BOULDER, CO – MARCH 2015 - PRESENT

Manage online marketing for 10 brands in varying industries across Colorado, working closely with my team and clients. Coordinated and created content for multiple platforms and measured success against benchmarks and analytics, such as CPC, CPA, CTR, BR, CR and CPL, while maintaining limits of varying budgets.

- Maintained first page rank for 5 clients through organic search engine optimization that consisted of researching, creating, tracking, and enhancing lists of relevant keywords that were implemented on and off site.
- Increased overall subscriptions to bi-weekly blog and newsletter for 5 clients by 3% each month.
- Increased user engagement from 3 likes to 350 likes in 3 months by posting content 3 times per week to multiple social media platforms (Facebook, Instagram, Pinterest, G+, Twitter.)
- Maintained first page rank and first position through paid ad campaigns with 16% increase in conversions from ads.
- Increased website visits, user engagements and conversions through Social Media Ads on LinkedIn and Facebook.
- Collaborated with clients and team to design branding strategy and create logos that inspire and represent the company.
- Enhanced user experience and engagement (UI/UX design principles) by 15% decrease in bounce rate through CSS3, HTML5 and JavaScript customizations with the goal of driving the customer to the information they are seeking.

DATA SPECIALIST-TEAM LEAD, TRANSFIRST, BROOMFIELD, CO – MARCH 2013 - MARCH 2015

- Performed relational data mining of merchant billing and pricing, and created reports based on end user needs.
- Lead on planning and implementation of internal projects, provided user stories, time constraints, and budget.

DIGITAL SPECIALIST - FITNESS AND WELLNESS PROGRAM, CU REC CENTER, BOULDER, CO – JANUARY 2008 - DECEMBER 2011

- Created new pages, added events, and updated classes quarterly on recreation website.
- Designed flyers for events and new classes, and planned employee appreciation events biannually.
- Served as Fitness & Wellness Program Chair for CU Student Staff Recreation Services Board.

Education

University of Colorado, Boulder - December 2011

B.S. degree in Business Administration-Emphasis in Operation and Information Management