

ALICIA CEJA

DIGITAL MARKETING ENTHUSIAST

PROFILE

With a background in digital agency and tech startup, I am looking to combine a strong desire for creative freedom with developing digital marketing analytic skills. Thrives in both collaborative environments working with others and independently to achieve common goals.

EDUCATION

Saint Mary's College of California

B.S. Business Administration

Concentration: Marketing

Minor: Anthropology

Moraga, California

CERTIFICATIONS

Google Ads Search Certification

Issued July 2020 ID: 4897171

Hubspot Inbound Marketing Certification

Issued: August 2020 Expires: August 2022

TECHNOLOGIES

Google Platforms: Ads, Analytics, Data Studio, Drive, Keyword Planner, Search Console, Tag Manager, Trends

Social Media: Instagram, Facebook, Twitter, Pinterest, LinkedIn, Youtube

Other: Adobe Premier, Canva, Microsoft Office Platforms, Gain, Hubspot, HTML, Slack, SQL, SEMRush, Wishpond, WordPress

CONTACT INFO

Phone (925) 783-3535

Linkedin [linkedin.com/aliciaceja](https://www.linkedin.com/aliciaceja)

Email ceja.alicia5@gmail.com

Location San Francisco Bay Area

WHAT I DO BEST



- Copywriting
- PPC Marketing
- SEO Optimization
- Paid Advertising
- Social Media
- Data Analytics

WORK EXPERIENCE

October

2019-

Present

Blue Collar Digital • Digital Marketing Assistant

- Creates ad copy & graphics for weekly social media posts and campaigns for several clients and across multiple channels including FB and IG
- Builds, monitors and optimizes Google Ad search campaigns from scratch for multiple accounts
- Monitors campaign performance by implementing A/B testing, tracking key KPI's and optimizing bid strategies
- Performs monthly analysis with Google Analytics and designs reports in Google Data Studio
- Writes original SEO blog content and uploads with landing page best practices in WordPress
- Designs customized reports from databases to determine trends
- Works independently, remotely and under deadlines

January

2019-

May 2019

Pod Group • Marketing Intern

- Conducted keyword and backlink research to improve organic search results
- Tracked KPI's for B2B lead generation and paid media platforms
- Conducted marketing research of current landing page best practices for web optimization
- Researched and executed innovative ways to market a book through social media campaigns and SEO efforts
- Ongoing reporting and analysis of social media campaign performance

SKILLS

Creativity



Communication



Detail-orientation



Marketing Analytic Tools



HTML/CSS



Passion for Tech!

