I know you’re busy.   
My resume is categorized by skill set, per job, for your convenience.   
I’m Rina Caldwell. Skim on.

**SEO, SEM, Content Writing, Blogging, Email Marketing, Google and Data Analytics, Social Media (Facebook, LinkedIn, Twitter and Instagram)  
Independent Contractor (2013-present)**

* I build, execute and employ digital marketing strategies using the skills listed above, for over 30 unique clients.
* I grow online traction for my clients (including SEO ranking, social media traction, email open and response rate) by an average of 120%.

**Front End Web Design, HTML/CSS, MySQL  
Self-employed (2014-present)**

* In 2014 I expanded my freelance business to include web design services. I use Wordpress to design and build primarily eCommerce websites, and to develop landing pages.
* I use HTML/CSS, phpMyAdmin, MySQL and FTP to build new websites from the ground up.

**Other Relevant Work Experience**  
Hand & Associates 2012-2013: Project Manager.

**Partial Client List**

**SEO, Website Content**

Ell Ell & Co. @ www.ellell.co  
**SEO, Content Writing for Website and Blogs**Little Hill @ www.littlehillproductions.com  
**SEO, Email Marketing, SEM, Social Media Marketing**

Visual Compass Web Services @ www.vcwebdesign.com  
**Email Marketing; Google and Facebook Review Campaign, SEO writing and**Swisher Commercial @ www.swishercommercial.com

**Blog Writing**  
VisitYpsi @ www.visitypsi.com

**Education**  
Eastern Michigan University--Ypsilanti, MI  
BA in Writing, 2008-2012