ANGEL MYERS

Digital Marketing Analyst

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🔗 LinkedIn

WORK EXPERIENCE

Digital Marketing Analyst Intern
Working Planet

📅 April 2019 - current   📍 Nashville, TN

- Assisted with the creation of company blog for SEO purposes, which grew from 1,500 to 7,000 monthly organic visitors
- Brainstormed with the writing and editing team to develop targeted content
- Created A/B testing plan for Facebook ad copy, leading to an improvement in ROI of 20%
- Worked closely with clients to understand their product positioning to incorporate into ad copy, leading to client satisfaction of 96%
- Built key reports in Tableau for executive team around KPIs, such as marketing spend, new leads, revenue generated, and ROI, saving 12 hours of manual reporting each week
- Assessed reports to gauge website performance, recommended changes for improvement, and worked with analysts to implement approved changes

PROJECTS

Local Restaurant SEO Guide
- Implemented SEO best practices to help clients see an average increase of $2,500 in monthly sales from online channels
- Collaborated with local restaurants to grow their online search presence, resulting in an increase in organic search traffic from 75 to 2,000 users a month on average
- Wrote original blog content for restaurants' websites to engage customers

Ad Campaign Assistant
- Interviewed management of local animal shelter to understand needs, and analyzed old and existing ad campaigns to determine next steps
- Partnered with shelter to build a paid ad campaign on Facebook and Instagram, resulting in a reduction in cost per lead of 52%

CAREER OBJECTIVE

Recent marketing graduate driven by passion for building scalable acquisition strategies through paid acquisition and SEO. Experienced in developing and improving campaigns through team collaboration as well as independent initiative to help local organizations build their user acquisition from the ground up.

EDUCATION

B.S. in Marketing
Tennessee State University

📅 September 2015 - April 2019

📍 Nashville, TN

🎓 GPA: 3.9

RELEVANT COURSES

Intro to Marketing
Marketing Research
Consumer Behavior
SalesForce Management
Electronic Commerce
Advertising and Sales Promotion
Principles of Selling

SKILLS

Salesforce
Microsoft Excel, Word, Powerpoint
Paid acquisition (Facebook, Google, LinkedIn, Instagram, retargeting)
A/B testing, audience segmentation
Google Analytics
SEO