

EMPLOYMENT & QUALIFICATIONS

Website Product Manager - Oozle Media

May 2017 - Present

Content Strategy

- Generated and executed on monthly client roadmaps for ~20 clients. These roadmaps consisted of blog writing, SEO analysis, and social media management.
- Built content maps for clients that covered 3-6 months worth of work to be performed based on keyword research, persona research, and client's needs.
- Facilitated strategy meetings to develop marketing campaigns for various clients to increase leads.

Content Creation

- Wrote a 45-page (8,000 word) guide on a complete marketing strategy for beauty schools.
- Generated 152 leads through email marketing for an online digital event that accounted for 17% of 842 total registrants.
- Wrote and published website copy for various website clients in WordPress.
- Presented multiple 20-30 minute webinars on topics such as content marketing strategy, website conversion rates, and website pricing.
- Created social media calendars for various clients that showcased blogs, user-generated content, and engagement posts.

Search Engine Optimization (SEO)

- Performed key word gap analyses for clients to build an effective content marketing strategy.
- Used tools including LocalFalcon, Moz, Google Search Console, and Google Analytics to uncover causes for major drops in marketing performance.
- Implemented SEO best practices, focusing on keyword-rich copy, sitespeed, and user experience best practices, for various website clients.
- Built sitemaps for new website clients focusing both on keyword analysis and user experience.
- Used Google Search Console and other keyword research tools to create effective title and meta descriptions

Project Management

- Streamlined the website process to complete a project within a 7 month average instead of 12.
- Regularly supported team members through problems and roadblocks during website build projects.

SKILLS

Audits & Analysis
Blogging
Copywriting
Copyediting
Content Strategy
Email Marketing
Training
Project
Management
Social Media
SEO

TECHNOLOGY

Asana
Canva
ChatGPT
Facebook
Figma
GA-4
Google Search
Console
HotJar
HTML
MOZ
WordPress

EDUCATION

Bachelor of Science
English
Professional & Technical Writing
Utah State University
2017