



## EDUCATION

**Savannah College of Art & Design** Sequential Art, 2005 – 2009

## AREAS OF EXPERTISE

**Web Development** Adobe Dreamweaver, Adobe Photoshop, Agile, HTML/XHTML/CSS, Javascript, jQuery, PHP, responsive web design

**Search Engine Optimization** Citation alignment, content planning, Google Search Console, keyword research, metadata optimization

## PROFESSIONAL EXPERIENCE

**Jim Ellis Automotive Agency** Senior SEO Specialist

📅 March 2019 – present

Created unique quality content that reads naturally and relevantly to consumers. Developed schema markup code that helped content visibility on search engines. Managed 3rd party SEO agencies for twenty dealerships.

**The Coca-Cola Company** Social Media Analyst, Graphic Designer

📅 March 2018 – December 2018

Assisted in the creation of standard listening briefs, defining social media listening analysis objectives and required outputs of listening. Helped overhaul data visualization across multiple brands and subsidiaries.

**StarTower Media, Ltd.** SEO Analyst, Web Developer

📅 April 2017 – March 2018

Monitored analytics performance metrics of organic search across multiple global markets while identifying opportunities for growth.

**Force Marketing** SEO Content Strategist, Web Developer

📅 November 2015 – April 2017

Implemented data-driven strategies, which resulted in the subsequent creation/authoring of site content, auditing and repairing of UX/UI deficiencies, and improvement of organic traffic.

I am a front-end **web developer** and **Google AdWords/Google Analytics**-certified **SEO specialist** with over 10 years of professional experience, primarily in **digital marketing**. The growing business needs of the companies I've worked for have afforded me the opportunity to expand my expertise to include **proofreading, technical writing** and **social media listening**. With my hybrid skill-set as a web developer/designer and SEO strategist I've gained an extensive knowledge of content management systems such as **Wordpress, Joomla**, and CMS platforms exclusive to the automotive and hospitality industries, while studying the importance, challenges and many nuances of SEO to increase organic search traffic.

