

OBJECTIVE

Digital marketing consultant looking to advance my career by working in a collaborative work environment where I can learn from others and utilize my SEO and digital marketing skills to contribute to the success of a team.

EDUCATION

Hamilton College *Class of 2019*, Clinton, NY

Bachelor of Arts in Environmental Studies

GPA 3.2, Major GPA 3.4

Senior Thesis: Analysis of Sustainability Accounting Practices of Medium-Sized Manufacturing Businesses in New York.

Courses and Certifications

Beginner Google Analytics, Advanced Google Analytics, Google Ads Display, and Google Ads Search.

EXPERIENCE

Founder Lead-Sprout <https://www.lead-sprout.com>

March 2020 to Present

Lead Sprout is a Search Engine Optimization (SEO) and digital marketing company focused on growing the online presence of small businesses through SEO, content marketing, and social media.

- Utilize Google Ads, Analytics, SEO, Content Marketing, and Social Media.
- Create digital marketing plans that suit clients' brand needs.
- Have increased website traffic by an average of 23% resulting in 9% revenue growth within the first 120 days.
- Create SEO campaign strategies using data from site audits, Google Search Console, Ads, and Analytics.
- Conduct keyword research and create keyword optimization plans that establish guidelines for optimizing copy.
- Implement on page and technical SEO, optimize URLs, optimize Meta Tags, and add structured data.
- Create content marketing plans that outline what types of content my clients should create and how to promote it.
- Create link-building campaigns designed to send traffic and domain authority to my client's websites.
- Audit and run Google Search, Display, Shopping, and Twitter ads.

ATC Group Services

New York, NY

Industrial Analyst

July 2019 - March 2020

Responsible for various environmental health and safety projects for clients of a national environmental consulting firm.

- Meet with clients to determine individual needs and design remediation plans.
- Conduct necessary environmental tests.
- Analyze data and write pre and post-remediation reports.

Waste Technology Services

Lewiston, NY

Technical Service Rep Intern

Summer 2018

Interned for the largest non-asset based objective provider of by-product management services to refineries and complex chemical sites seeking sustainable disposal systems.

- Created and maintained a manifest database of client waste shipment and disposal metrics.
- Developed reports of client sustainability through analysis of disposal and transportation methods.
- Created an electronic system to help WTS achieve their paperless initiative.

Technical Skills

SEO, Link Building, Keyword Research, Structured Schema, MozPro, Google Search Console, Analytics, Search Ads, Display Ads, Screaming Frog, Wix, Wordpress, HTML5, CSS, JavaScript, SQL, Word, Excel, PowerPoint, statistics, research, writing, and oral communication skills, MATLAB, GIS, SPSS.