

Ashley Parker

Content Manager and SEO Specialist

+1 (559) 392-0771

ashleybdparker@gmail.com

7625 N. 1st St. Fresno, CA 93720

www.ashleybdparker.com



SUMMARY

Experienced digital marketing professional specializing in SEO optimization, content creation, and data-driven digital marketing strategies. Proven ability to deliver successful campaigns that increase online traffic, improve user experience, and achieve measurable business outcomes. Adept at working across various digital channels and leveraging analytical tools for informed decision-making.

EDUCATION

Fresno State University

Bachelor's Degree in English
2020 - 2022

Clovis Community College

Associate's Degree in English
2018 - 2019

CERTIFICATIONS

- Google Analytics Certified (2024)
- HubSpot Marketing Hub Certified (2024)

SKILLS

- Digital Marketing Strategy: SEO, SEM, social media, email marketing, marketing automation
- Content Creation: Copywriting, storytelling, content strategy, calendar management
- SEO & Analytics: Keyword research, improvements, technical audits
- Video Production: content creation, editing
- Data Analysis: Analytics and reporting
- Front-End Web Development: Website optimization and design coordination

TOOLS

- WordPress
- HubSpot
- Google Analytics
- Google Search Console
- Core Web Vitals
- Adobe Creative Suite
- Google Suite
- Microsoft Office
- Canva, Figma
- MailChimp, Buffer
- Semrush, Moz, Ahrefs, Screaming Frog
- Asana, Monday.com, Miro

PROFESSIONAL EXPERIENCE

Content Manager (Contract)

Wooden Peach Creative Group | May 2024 - Present

- Manage content calendars and oversee all outgoing content for clients.
- Keyword research and SEO auditing, preparing monthly reports for clients.
- Content creation for web, email, and social media.
- Improved SEO rankings by avg. 10% MoM.
- Improved social and content engagement by avg. 5% MoM.

SEO Specialist (Contract)

Sure Oak | Feb 2024 - May 2024

- Conducted in-depth keyword research to inform content strategies and enhance search visibility.
- Performed technical SEO audits using tools such as Screaming Frog and Google Search Console.
- Optimized content for on-page SEO, improving rankings and user engagement by 10% MoM.
- Created content briefs for writers, and managed writers.
- Content editing and optimizations.

Digital Marketing Manager

WorldLight Media | Oct 2022 - Sept 2023

- Developed and implemented multi-channel digital marketing strategies, driving increased web traffic and sales by 10% - 15% MoM.
- Directed content creation efforts, producing engaging materials across web, social media, and email campaigns.
- Conducted competitor analysis and market research to identify growth opportunities.
- Enhanced website performance through optimization and content integration improvements.
- Produced and edited video content tailored for TikTok, increasing audience engagement by 3%.
- Created a streamlined content calendar and approval processes, improving efficiency.

Copywriter (Contract)

Bitwise Industries | Apr 2019 - Oct 2022

- Delivered SEO-optimized copy for websites, blogs, and marketing emails, enhancing client visibility.
- Conducted keyword research to ensure alignment with client goals.
- Managed multiple writing projects under tight deadlines while maintaining high client satisfaction.