

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 (2026)

SKILLS

- Digital Marketing Strategy: SEO/AEO, social media, email marketing, marketing automation
- Content Creation: Copywriting, storytelling, content strategy, calendar management
- SEO & Analytics: Keyword research, data-based strategy, technical audits
- Video Production: Producing, 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 Specialist II - NSTXL | Mar 2025 - Present

- Led content creation across web, social, and email, driving 15% YoY growth in organic traffic through SEO.
- Collaborated cross-functionally with program, growth, and membership marketing teams to increase engagement by 10% YoY.
- Owned front-end web development and content execution across all NSTXL owned brands.
- Supported rebranding initiatives and executive communications for C-suite and VP leadership.
- Trained marketing teams on SEO research and writing to improve content quality and scale.
- Led graphic and digital design initiatives, producing on-brand visual assets across web, social, and marketing campaigns.

Content Manager - Wooden Peach Creative Group | May 2024 - Mar 2025

- 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

- Led SEO content strategy through keyword research and technical audits to improve search visibility.
- Directed on-page SEO and content optimization, driving ~15% YoY growth in rankings and engagement.
- Managed writers, overseeing optimization for quality and performance at scale.

Digital Marketing Manager - WorldLight Media | Oct 2022 - Sept 2023

- Led multi-channel digital marketing strategy across web, social, and email, driving 10-15% month-over-month growth in traffic and sales.
- Directed content creation across platforms, including video for TikTok, increasing audience engagement by 3% MoM.
- Guided competitor and market research to identify growth opportunities and inform strategic decisions.
- Streamlined content calendars, approval workflows, and website optimization to improve performance and team 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.