

ASHLEY PARKER

COPYWRITER &
DIGITAL MARKETER



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Fresno, CA

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Experienced Digital Marketing Manager & Content Creator specializing in comprehensive digital marketing strategies, creative storytelling, and SEO optimization. Proven track record of delivering successful campaigns across various digital channels.

SKILLS

- WordPress
- HubSpot
- Google Analytics
- Google Search Console
- Google Core Web Vitals
- Screaming Frog
- Semrush
- SE Ranking
- Adobe Creative Suite
 - Photoshop, Illustrator, Premiere Pro
- Canva
- MailChimp
- Buffer

EXPERIENCE

SEO SPECIALIST (CONTRACT)

Sure Oak

Feb 2024 - May 2024

- Conducted keyword research and data compilation to inform content strategy.
- Developed briefs for writers, including keyword strategies, metadata, H-tags, and writing directions.
- Performed technical SEO audits using tools like Screaming Frog, Semrush, Google Search Console, and Google Analytics.
- Enhanced on-page SEO by recommending internal links, optimizing content, and ensuring compliance with search engine guidelines.
- Edited content to align with original briefs, maintain brand voice, and optimize for search engines.
- Collaborated with the SEO team to monitor client goals and ensure high-quality work.
- Created a content calendar and new approval processes to streamline and automate content development for web and social media.

DIGITAL MARKETING MANAGER & PRODUCER

WorldLight Media

Oct 2022 - Sept 2023

- Developed and implemented digital marketing strategies (SEO, SEM, social media, email, marketing automation, content marketing) to boost website traffic and online sales.
- Worked with cross-functional teams to set marketing goals, identify target audiences, and define KPIs, ensuring alignment with business objectives.
- Conducted market research and competitor analysis; assisted with paid advertising campaigns.
- Managed marketing automation and website optimization; used data analysis for informed decision-making.
- Served as lead copywriter, creating content strategies for various industries, resulting in increased website traffic and conversion rates.
- Directed content strategy and collaborated with design teams to produce effective marketing materials (website content, email campaigns, social media posts, ads).
- Created and curated engaging social media content tailored to each client's audience.
- Assisted in front-end web development and coordinated website design changes for better content integration and user experience.
- Directed, produced, and edited videos for TikTok platform.

EDUCATION

ENGLISH BA

California State University of Fresno

Graduated 2022

GOOGLE ANALYTICS

Certified 2024

HUBSPOT MARKETING HUB

Certified 2024

COPYWRITER (CONTRACT)

Bitwise Industries

Apr 2019 - Oct 2022

- Delivered high-quality, SEO-optimized copy for websites, blogs, product descriptions, and email marketing.
- Conducted keyword research and optimized content to reflect research.
- Produced engaging content meeting or exceeding client goals.
- Managed multiple projects, met deadlines, and maintained client satisfaction.

References and [writing samples](#) available upon request.