

EDUCATION

UNIVERSITY OF MISSOURI-COLUMBIA

August 2008-May 2012

Bachelor of Journalism, Emphasis in Strategic Communication
Graduated: May 2012
Minor in Business

General Assembly

MARCH-MAY 2015

Learned how to build websites with HTML, CSS, JavaScript and jQuery computing languages

EXPERIENCE

SURETYBONDS.COM

OCTOBER 2013 - PRESENT

- Deploy and manage lead generation campaigns for paid search and remarketing
- Track ROI from paid marketing campaigns
- Help develop strategies for other lead generation marketing initiatives
- Monitor progress of inbound marketing campaigns and website changes in analytics platforms
- Lead website testing efforts to increase online lead form submissions

TRUE MEDIA

JULY 2012 - SEPTEMBER 2013

- Managed pay-per-click, display, social, SEO, mobile, and email efforts for U.S. and Canadian clients.
- Utilized analytics to monitor and optimize digital campaigns.
- Met with clients in weekly status meetings to go over current strategy and new opportunities.
- Created monthly reports outlining performance from the previous month.
- Reconciled invoices for digital buys.
- Stayed current on all aspects of digital marketing from paid, to organic, to social.

VETERANS UNITED HOME LOANS

OCTOBER 2011-JUNE 2012

- Monitored the activity of Facebook advertising campaigns.
- Generated relevant pay-per-click ads using demographic, interest, and A/B testing.
- Tracked and documented campaign analytics in Microsoft Excel.
- Developed weekly and monthly reports summarizing company and competitor data.
- Stayed up-to-date on social media news and trends.

MEDIA INTERNSHIP WITH SPORTING KANSAS CITY

JUNE 2011-AUGUST 2011

- Met weekly deadlines in a productive, organized way.
- Designed advertisements for sponsors using Adobe CS5.
- Created introduction videos for players in Adobe After Effects.

SKILLS

- Google AdWords
- Bing Ads
- Facebook Ads
- Google Analytics
- SEO
- Copywriting
- Adobe Phoshop

- Adobe Indesign
- Adobe Illustrator
- Responsive Design
- HTML
- CSS
- Javascript/jquery
- Python