

## [professional experience]

### **Rainbow Rehabilitation Centers | Digital Marketing Specialist, July 2011 – Present**

- Manage and maintain entire web presence including email marketing, social media and search engine optimization.
- Project manager for ecommerce website development and wordpress content management system implementation .
- Created, implemented and manage comprehensive social media strategy.
- Project manager for website redesign initiative including conducting research, organizing web content and aligning goals with overall online marketing strategy.

### **The Columbus Dispatch | Web Content Producer, May 2008 – May 2011**

- Manage and maintain web content, online marketing and redesign development for five niche websites.
- Redesigned ColumbusParent.com to reflect rebranding campaign doubling monthly traffic.
- Oversee the design, development and social media marketing for Capital-Style.com, growing monthly traffic by 233 percent.
- Manage and grow fanbase for four Facebook and Twitter accounts with customized content that collectively reach more than 8,000 users daily.
- Manage Google AdWords campaigns to increase traffic and brand visibility in Central Ohio.
- Manage Facebook pay-per-click campaign and online advertising budget to track ROI from fans and its correlation with web traffic growth.
- Create and design email-marketing campaigns surrounding web-only content and recent editions of print publications, which contributes to 20 percent of the overall web traffic.
- Analyze monthly reports from Omniture and Facebook insights to assess progress on reaching key performance indicators and quarterly benchmarks. Adjust content strategy based on the success or challenges of reaching overall goals.
- Create and develop unique ways to present relevant news and information in an online environment.
- Manage significant projects involving online marketing, production and web strategy
  - Led the 2009 re-design of ThisWeekNews.com and TheBAG.com and contributed to the planning, design, and usability testing, which has doubled unique visitors and pageviews,
  - Conceptualized and designed entire new company website, ThisWeekSports.com.
- Develop and implement online marketing strategies
  - Create digital marketing plan for five websites and built the foundation for several online partnerships to deliver news and relevant information to users within their respective demographics,
  - Manage social media strategy and internal platforms to increase user engagement across four Twitter accounts, three Facebook pages, and hosted networks across all sites,
  - Implemented comprehensive search engine marketing campaign using Adwords and Adsense,
  - Compile monthly online statistics and analyze web traffic patterns, for sales department and advertisers,
  - Configure web content and online media for optimal search engine optimization using Omniture,
  - Recognize and implement new media tools and industry ideology to enhance user experience across five websites.

## [education]

### **The Ohio State University – Columbus, Ohio | June 2008**

*Bachelor of Arts • Communication Technology  
Minor • Visual Communication Design*