

PROFESSIONAL EXPERIENCE

Reunion Marketing | *Paid Search Specialist* **Raleigh, NC** | 2018-Present

- Responsible for implementing Reunion Marketing's paid search and display strategy on individual accounts in Google Ads and Bings Ads, totaling over \$60,000 in monthly ad spend.
- Ensured client accounts are efficiently on boarded and conduct daily account optimizations.
- Monitor and report on account metrics to account managers, utilizing Google Ads scripts.

TravelToBlank.com | *Content producer and Influencer* **Remote** | 2015-Present

- Designed, created and maintain travel guide website on WordPress.
- Foster partnerships with local and national tourism boards and travel related companies.
- Increased page views +150% YoY without a marketing budget.
- Grew active social media community to 65,000+ followers.

Right Left Agency | *Brand Strategist* **Remote** | 2017-2018

- Managed and optimized PPC ads in Google Adwords, Bing Ads and Facebook Ads.
- Designed branding guidelines and branded PowerPoint presentations.
- Built A/B test pages using Unbounce.

Harbendahl Design | *CMO* **Guayaquil, Ecuador** | 2014-2015

- Built HTML and WordPress based websites for small businesses.
- Digital media consulting with several clients including Claro, Seguros Rocafuerte and Ciudad Celeste.

ShelfX Inc. | *Executive Assistant* **Boulder, USA** | 2013-2014

- Streamlined order fulfillment time from one week to one day.
- Wrote technical installation guide and FAQ's for automated shelving units.
- Handled office, sales calls and customer service operations.

Boulder Weekly | *Environmental Reporting Intern* **Boulder, USA** | 2014

- Pitched and wrote environmental articles and briefs for weekly newspaper with circulation of 25,000.
- Had an article featured on cover of quarterly environmental magazine.

LANGUAGES

English (Native) | **Spanish** (Elementary) | **HTML** (Professional) | **CSS** (Professional)

EDUCATION

IE School of Human Sciences and Technology **Madrid, Spain**

Master in Visual and Digital Media

University of Colorado Boulder **Colorado, USA**

Bachelor of Science in Journalism: News- Editorial

Bachelor of Arts in Jewish Studies

TECHNICAL SKILLS

- Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest.
- *Microsoft*: Word, Excel, PowerPoint.
- *Apple*: Keynote, Numbers, Pages, Final Cut Pro X.
- *Adobe*: Illustrator, Photoshop, InDesign, Lightroom.
- *Google*: Ads, Analytics, Drive.

ADDITIONAL INFORMATION

- **Honors**: Finalist for BN Student award at the 7th annual Shorty Awards.
- **Professional Affiliations**: Alpha Epsilon Pi fraternity, Professional Travel Bloggers Association.
- **Certifications**: Bing Ads, Google Ads, Google Analytics.