

PROFESSIONAL EXPERIENCE

Reingold, Inc | *Digital Marketing Associate* **Raleigh, NC** | 2019-Present

- Manages paid search and paid social campaigns on Google Ads, Facebook Ads, LinkedIn Ads, and Twitter ads. with budgets including \$1MM in monthly ad spend.
- Construct complete paid media campaigns including media planning, audience building, hands on optimizations, and direct performance reporting to clients.
- Conduct search engine optimization audits to highlight new growth potential and maintain SEO reporting to monitor success of implemented tactics.

TravelToBlank.com | *Travel Writer* **Remote** | 2015-Present

- Designed, built, and maintain travel guide website on WordPress.
- Foster partnerships with over 100 local and national tourism boards and travel related companies.
- Maintain ongoing SEO research and optimizations to help increase page views 150+% YoY.
- Grew active social media community to 80,000+ followers.

Reunion Marketing | *Paid Search Specialist* **Raleigh, NC** | 2018-2019

- Responsible for implementing paid search and display strategy on client's Google Ads and Bing Ads, totaling \$200,000 in monthly ad spend, including onboarding and daily account optimizations.
- Monitor and report on account metrics to account managers, utilizing Google Ads scripts.
- Spearheaded a monthly internal newsletter on PPC performance trends and highlighting new testing.

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

- Managed and optimized PPC ads for SMBs in Google Ads, Bing Ads and Facebook Ads.
- Designed branding guidelines and branded PowerPoint presentations along with print marketing materials.
- Built and A/B tested landing pages using Unbounce.

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

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

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

- Streamlined order fulfillment shortening shipping time from one week to one day.
- Wrote technical installation guide and FAQ's for automated shelving units.

TECHNICAL SKILLS

- *Ad Platforms:* Google Ads, Microsoft Advertising, Facebook and Instagram Ads, Twitter Ads, LinkedIn Ads.
- Microsoft Excel, Google Analytics, SEMRush, Moz, Screaming Frog, Google Tag Manager, Photoshop, Lightroom, HTML, CSS.

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

ADDITIONAL INFORMATION

- **Honors:** Finalist for BN Student award at the 7th annual Shorty Awards.
- **Professional Affiliations:** Alpha Epsilon Pi fraternity.