

Amanda Rosen

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Education & Certifications

BACHELORS OF ARTS | MAY 2006 | THOMAS MORE COLLEGE

- Majors: English Literature, History
- Minor: Art History
- Graduated Magna Cum Laude, and St. Thomas More Scholar

GOOGLE CERTIFICATIONS | SEPTEMBER 2017/ONGOING

- AdWords Search, AdWords Mobile
- Analytics Individual Qualification
- DoubleClick – completed all modules

Abilities, Skills & Tools

ABILITIES

- **Analytical** – I enjoy finding out the “why” behind something, and unpacking data to understand what’s working and what’s not.
- **Organized + Detail-Oriented** – I’m a planner by nature, and thorough when creating campaigns.
- **Concise + Clear Communication** – Just the facts!
- **Realistic + Collaborative** – I’m a team player, and am realistic about my own skills and when it makes sense for me to expand them versus reaching out for help as the situation warrants it.

SKILLS

- **Empathy** – I’m an empath and, consequently, I approach campaigns from a user experience perspective. I rely on research and a deep understanding of the customer to ensure success.
- **Keyword Research** – I combine data from research tools + user behavior to choose the best campaign keywords
- **Self-Motivated + Problem-Solver** – I am a researcher with a passion for data and learning. I’m not intimidated or discouraged by a tough campaign; I welcome the challenge.
- **Doer** – The research and data provides the framework, but actionable steps are a must in order to achieve the campaign’s objective. My love of planning makes this a natural skill for me.

TOOLS

- **ClearScope** – SEO on-site optimization tool, as well as keyword research tool
- **SEMRush** – site auditing, keyword research, etc.
- **Google Suite** – AdWords, Analytics, Optimize, Search Console, Tag Manager
- **HotJar** – A/B testing, heatmaps, etc.
- **ConvertFlow** – marketing tool for calls-to-action, capturing leads, etc.

Experience

SEO & OPTIMIZATION SPECIALIST | 100 DAYS OF REAL FOOD | APRIL 2016 -

- Increased organic traffic on targeted, optimized posts by 36%
- Developed internal tracking system for endangered keywords in order to best target on-site optimization efforts
- Proactively research keywords based on content calendar + suggest content ideas based on trending keywords as well as user behavior (gathered through surveys, and social listening)
- Marketing manager for two ecommerce products (on a cyclical launch cycle), and developed and managed campaigns (including developing ad creative, managing budget, and optimizing ads/campaign during the launch cycle)
- Weekly and monthly analysis of search data through Google Analytics and Search Console to direct SEO and SEM efforts
- User experience consultant for site design, navigation flow, and content organization

SEO SPECIALIST, FRONT & BACK END WEB DEV| CHILDREN'S MEETING HOUSE MONTESSORI | FEB 2017 -

- On-site optimization for content as well as user experience consultant for site design, navigation flow and content organization
- Technical SEO optimization in order to improve site performance
- Custom coded several tools for the school's internal use
- Recaptured lost local keywords and saw increase in inquiries for enrollment upon completion of SEO on-site and technical work
- On-going keyword research as needed