

Alex Smith

Web Developer

5439 Woodvale Ct.
Westerville, OH 43081

740.253.8240
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Skills

Web design, SEO, social media strategizing, copywriting and editing, digital campaign funnel creation, data analysis and restructuring, team building, project management, stakeholder communication.

Fluent in HTML and CSS. Adobe experienced. Google Analytics certified.

Experience

RevLocal / Web Marketing Specialist

Apr. 2018 - Present, Granville, OH

Redesigning the new client onboarding process. Creating the You Can't Code RevLocal landing page to support a national commercial campaign. Managing the rollout of the new RevLocal locally-optimized landing pages. Completing 15 special industry-focused consultant-to-client email campaigns. Reporting on web and search analytics monthly, and making recommendations for ad and copy changes. Overseeing Engineering Team on all critical website updates.

Exceptional Innovation / Public Relations & Digital Marketing Specialist

Aug. 2016 - Apr. 2018, Westerville, OH

Leading digital initiatives for company's upcoming interTouch Quadriga rebrand, including websites, internal company portals, press templates and social media. Completing monthly SEO analysis and web reporting. Managing social media strategy. Designing online campaign graphics. Developing and implementing internal and external communication plan.

Education

Kent State University / Public Relations Bachelor of Science

Aug. 2011- Dec. 2014, Kent, OH

Focus in Digital Marketing. Curriculum included SEO, social media, digital design, communication, public relations, and advertising.

Organizations and Certifications

Google Analytics Certified

June 2018

Women in Digital Member

Nov. 2017- Present

Hootsuite Certified Social Media Consultant

Dec. 2014