

Alexandra Smith

Highly analytical public relations and digital marketing professional with a love for social responsibility, good food and fun adventures.

578 Hudson Ave.
Newark, OH 43055
(740) 253-8240
aesmithmails@gmail.com

EXPERIENCE

RevLocal / Web Marketing Specialist

Apr. 2018 - Nov. 2020, Granville, OH

Building landing pages for advertising campaigns. Conducting A/B testing for email engagement and landing page conversions. Examining website and email performance. Engineering email automation flows. Defining audience personas to better segment email sends. Optimizing digital marketing assets for multiple platforms and screen sizes. Developing the SEO strategy for the new www.revlocal.com. Managing RevLocal Connect event campaigns with the Corporate Marketing team.

Exceptional Innovation / Public Relations & Digital Marketing Specialist

Aug. 2016 - Apr. 2018, Westerville, OH

Leading social media strategy. Creating website and campaign landing pages. Developing email marketing strategy. Writing press releases. Coordinating global media relations. Compiling and analyzing monthly digital marketing reports. Designing online campaign graphics. Developing internal and external communication plan. Providing customer support for website inquiries.

Tee Originals / Digital Marketing Specialist

Sept. 2015 - Dec. 2015, Columbus, OH

Spearheading social media channel creation and posting strategy. Developing blogger relations and influencer program. Managing and adjusting online advertising strategy (Google display ads, PPC, social media advertising). Facilitating Veteran's Day campaigns with a Central Ohio veteran's resource center. Pioneering email campaign strategy.

Manta / Marketing Specialist

Apr. 2015 - Jul. 2015, Columbus, OH

Writing web content and SEO for a wide array of small businesses. Assisting clients in social media questions. Providing additional service in customer service inquiry emails.

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.

SKILLS

SEO. Email marketing. Lead generation. Lead nurturing. Copywriting. Web design. Data analysis. Team building. Project management.

Fluent in HTML and CSS. Pardot, WordPress and Adobe experienced.

CERTIFICATIONS

Google Analytics Certified

Jul. 2020

Hootsuite Certified Social Media Consultant

Dec. 2014

SOCIAL MEDIA

Career Website

www.aesmithcreates.com

Blog

www.mamatriedoh.com

LinkedIn

www.linkedin.com/in/axtaylor

Instagram

@supladybro