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education

Marketing BA & Psychology BS

Western Washington University | 2023

SKILLS

Shopify

Squarespace

Square

Wordpress

Mailchimp

Google Analytics

SPSS Statistics

Excel, Word, Powerpoint, Access

Qualtrics

Canva

CERTIFICATIONS

Google Ads

Google Analytics

HubSpot Inbound Marketing

HubSpot Digital Advertising

HubSpot Content Marketing


Hootsuite Platform Certification

Spotify Ad Studio

CONTACT

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work experience

Marketing Director

Clarity Enterprises | 2015-present

- Leads Clarity's core marketing strategy: creates and implements content marketing strategy, distributes quarterly newsletters, creates advertising campaigns, and manages performance and analytics of clarityei.com
- Performed website SEO & UX audit and improved Google ranking through navigation changes, keyword-rich page titles and content, meta descriptions, and alt text on images
- Increased pageviews 221% mo/mo from content marketing efforts
- Increased organic search impressions by 100% yr/yr from SEO & UX audit
- Oversees clients and collaboratively develops short-term marketing strategies using Integrated Marketing Communications
- Partnered with 9 small businesses on the Olympic Peninsula to create and help implement brand, SEO & UX, e-commerce, wholesale, and content strategies.

Art Director

Vespertine Boutique | June 2021-present

- Leads digital merchandising and design of vespertineboutique.com
- Ideated and implemented a new UI that increased traffic and sales in 2022
- Maintains a beautiful, branded, and functional e-commerce site that creates value and prioritizes the shopping experience for our customers