

Priscilla Reyes

Biophysics Major

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Digital Marketing Specialist

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Ambitious Problem-Solver

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SUMMARY

SEO specialist with 2.5+ years of experience in digital marketing and project management. I love making data-driven decisions, creating and optimizing content for search engines, and finding smart ways to help businesses grow online. I've worked on projects that boosted web traffic, improved brand messaging, and made ecommerce run smoothly. I'm always excited to learn new things and take on challenges!

SKILLS AT A GLANCE

PROJECT MANAGEMENT

- Leadership & communication
- Organization & time management
- Technical proficiency in project management software
- Problem solving & critical thinking
- Adaptable & independent

MARKETING & STRATEGY

- Brand identity development
- Market research & strategy implementation
- Digital content marketing
- Copywriting & attention to detail
- Marketing automations
- CRM management & integration

SEARCH ENGINE OPTIMIZATION (SEO)

- On-page & off-page SEO
- Technical & local SEO
- Keyword research, link-building, and analysis

WEB DEVELOPMENT & PERFORMANCE

- Front-end web development (Wordpress, Elementor)
- Website performance tracking & analysis (Google Suite)
- Database creation, management, & optimization
- ADA compliance & website speed audits

LANGUAGE PROFICIENCIES

- Fluent in Spanish
- Conversational in French

HANDS-ON EXPERIENCE

JUCED RITE, LLC

Digital Marketing & Design Assistant

Remote
Feb. 2022 - Present

- Develop detailed customer personas based on ideal customer demographics, psychographics, and buying behavior
- Re-design visual elements to align our content and brand with target audience
- Develop a consistent value proposition for our products across online social platforms
- Manage, automate, and write email drip campaigns to nurture leads and retain customers
- Develop and manage content calendars with blog topics, posts, and promotions that align with our audience and company goals. Includes hashtag research and post design.
- Create reports tracking trends, technological advancements, and disruptions in the industry.

Key Achievements

- Created tools for gathering customer testimonials (like surveys and internal databases)
- Increased leads by 10% by creating highly-engaging social posts
- Launched and optimize an online store to reach new audiences and generate revenue

Project Manager / Website, Marketing, and Business Development

- Perform market research and evaluate our competitor's strengths, weaknesses, opportunities and threats
- Audit and improve sales process to reduce bottlenecks and increase conversion rates
- Streamline company-wide operations by implementing CRM operating procedures and integrations across our funnels
- Document, manage, and edit SOPs to ensure our team is consistent and scalable
- Create detailed plans that align with our company's objectives and key results
- Ensure all projects thoroughly assess and manage potential risks

Key Achievements

- Developed a customer feedback look into our CRM processes that makes it easy to gather customer testimonials

- Introduced structured record keeping of key data points that improve audience analysis, business planning and forecasting industry changes
- Developed a structured system for gathering lead information that increased lead retention and follow-ups by over 50%

SEO Specialist & Copywriter

- Conduct technical SEO audits to continuously improve our site speed, robot.txt files, meta tags, and index
- Perform competitor analysis reports to identify branding and content opportunities
- Research and develop keyword strategies that align with our products, services, and audience search intents
- Develop comprehensive internal content pillars to support content writing needs
- Strategize on-page SEO to prevent content cannibalism while boosting organic website traffic and Google rankings
- Write in-depth, SEO-optimized articles and website copy that targets high-ranking keywords and audience needs
- Measure metrics like organic traffic, bounce rate, CTR and session engagement to assess ROI
- Build predictive models to forecast the impact of SEO projects using historical data and market trends

Key Achievements

- Implemented SEO campaigns that have doubled website impressions and tripled lead generation
- Wrote a downloadable guide to generate leads through email sign-ups. Sign ups were fully integrated with our customer relations management system.
- Collaborated with influencers to promote social media engagement and draw new leads
- Optimized and managed Google My Business page for better local SEO reach

EDUCATION

ARIZONA STATE UNIVERSITY

Bachelors of Biophysics

Remote

Jan 2025

HARFORD COUNTY COMMUNITY COLLEGE

High Honors Associate's Degree with emphasis on Math & Science

GPA: 3.94/4.0 (98.5%) / Member of Phi Theta Kappa Honor Society

Relevant Coursework: Speech Fundamentals, English Composition, Journalism, Writing for the Sciences

Bel Air, MD

May 2024

CERTIFICATIONS

SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIZATION

UC Davis / Coursera Course

Remote

Nov, 2023

GOOGLE ANALYTICS PROFESSIONAL CERTIFICATION

Google / Coursera Certification

Remote

Jan. 2023

PROGRAM MANAGEMENT PROFESSIONAL CERTIFICATION

Google / Coursera Certification

Remote

Dec. 2022

VALUABLE QUALITIES

GROWTH MINDSET

The most fruitful learning experiences come from stepping outside your comfort zone. My M.O. is to leave no stone unturned and accept when I'm wrong.

ADAPTABILITY

I have a proven ability to adapt to any work environment. Whether I'm wearing many hats or working solo, I'm a go-getter and will meet any challenge every step of the way. This has helped me create excellent analytical and problem-solving skills that go beyond the workplace.

[P.S. Visit my [Portfolio Website](#) for an extended personal profile, previous work, and books that influence how I work]