

WILEY BROOKS

DIGITAL MARKETER



SKILLS

- Search Engine Optimization
- Content Marketing
- Data Analytics
- Customer Acquisition
- Time Management
- Adaptable/ Multifaceted

CERTIFICATIONS

- Google Analytics
- HubSpot Inbound Marketing
- HubSpot Paid Media
- Hootsuite Platform
- Google Ad Search

EDUCATION

WESTERN WASHINGTON UNIVERSITY

Marketing Business Administration Degree

- 3.7 cumulative GPA, 3.9 in Marketing department
- Minor in Psychology

EXPERIENCES

MARKETING CONSULTANT **WileyBrooks.com**

- Working as a Marketing Consultant for multiple local Nonprofits
- Managing digital campaigns for upcoming events and fundraisers
- Working with business development team to improve marketing efforts.
- Optimizing website to improve User Experience
- Creating deliverables for upcoming events

MARKETING COORDINATOR **OAC Services, Inc.**

- Designed presentations for executive team as well as assisted with design and editing for proposals
- Managed specific features of the website along with company's external email inbox.
- Coordinated both internal and external company events. Represented firm at conferences & gatherings.
- Participated in interview panels for marketing positions
- Created social media content

MARKETING INTERN **Jethro Mobile**

- Conducted Competitive Analysis to enhance features of new website
- Used Google Analytics and other online tools to reduce landing page bounce rate over 20%, Identify key demographics, and implement strategies that increased conversions over 5%
- Improved Search Engine rankings for multiple keywords using SEO techniques
- Doubled social media engagement by creating content for Facebook and Instagram post

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📍 Seattle, Washington

