

WORK EXPERIENCE

Digitas North America

Analyst, Search Engine Optimization

Boston, MA

December 2018 – Present

- Increased clicks to main client's blog 33% YOY due to overhaul of content creation strategy
- Draft bulk sheets, write ad copy, and manage pacing of paid search campaigns totaling over \$6M
- Own local search strategy and location management for client with 9K locations and store visit main KPI
- Create client-facing reports based on keyword research identifying consumer trends & traffic opportunities

Havas Media Group

Associate Intern, Digital Investments

Boston, MA

September 2018 – November 2018

- Brainstormed and built media recommendations for clients (e.g. Blue Cross Blue Shield, Eastern Bank)
- Maintained billing documents, media authorizations, and flow charts
- Developed relationships with both clients and vendors to ensure successful project implementation

Insights and Data Strategy Analyst Co-Op

January 2018 – July 2018

- Created client-facing competitive ad reviews highlighting total ad spend and media mix for over 20 markets
- Discovered incrementality opportunities and defined customer segmentations for \$180M client pitch
- Researched and analyzed data across multiple databases for data collection, data analysis, and reporting
- Assisted primary research initiatives (e.g. focus groups, interviews) to determine consumer preferences
- Utilized social listening tools to discover white space and other key opportunities for current clients

VMware

Brand, Creative, and Content Co-Op

Palo Alto, CA

January 2017 – September 2017

- Managed Forbes BrandVoice relationship, increased page views by 43% and social actions by 65%
- Wrote original content for VMware's thought leadership blog; currently 24,000 views on blogs published
- Designed and presented brand operating system candidates for internal business groups to implement
- Developed a framework for submitting project requests, including an updated creative brief approach
- Assisted on photo and video shoots, including the creative for VMworld 2017

D'Amore-McKim School of Business

Research Assistant, Marketing

Boston, MA

September 2016 – Present

- Research relevant articles and trends focused on voluntary simplicity, tiny homes, and capsule wardrobes
- Conduct and code primary research initiatives (e.g. interviews) for use in future co-authored research paper

Rapid7

Inbound Marketing Intern

Boston, MA

January 2016 – June 2016

- Wrote original content for Rapid7's Community blog; over 14,000 views on articles published
- Designed landing pages in Marketo using HTML and CSS
- Analyzed and compiled competitor keyword research to optimize Rapid7's website for search
- Developed A/B tests to consistently test website performance
- Created ads in Adobe Photoshop to promote across social media channels and for retargeting campaigns

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science Degree in Business Administration

Boston, MA

December 2018

Concentration: Marketing; **Minors:** History and International Affairs

G.P.A. 3.8

Awards and Activities: President of Marketing Association, Dean's List, Co-Op Award, Compass Award

Study Abroad: Summer semesters in Lyon, France and Warsaw, Poland

SKILLS/CERTIFICATIONS

Computer Skills: Proficient in Microsoft Office, WordPress, Google Analytics, Google Ads, Google My Business, SEMrush, BrightEdge, AdRoll, Marketo, Clear Decisions, CubeYou, Kantar Strategy, Claritas, Brandwatch, Mintel, Iconoculture, WARC, and Vidyard; familiar with Adobe Omniture, NetSuite, HTML, Photoshop, and Twitter ads