

WORK EXPERIENCE

Digitas North America

Boston, MA

Senior Analyst, Search Engine Optimization

July 2021 – Present

- Own local search strategy and location management for client with over 9K locations, launching local pages and increasing total searches to locations 195% over two years
- Lead content strategy for QSR client's Newsroom, resulting in click increase of 68% YOY
- Create Google Web Stories, which in 2021 resulted in over 7.8M impressions for main client's site
- Perform keyword research, competitor analysis, and technical audits to assist during new client pitches
- Implemented deep linking app ordering which drove \$344K in sales from organic search within the year

Analyst, Search Engine Optimization

December 2018 – July 2021

- Execute weekly, quarterly, and annual reports and responsible for developing keyword research to identify consumer trends & growth opportunities
- Draft bulk sheets, write ad copy, and manage pacing of paid search campaigns totaling over \$6M
- Present website performance decks, search insight reports, and yearly strategic roadmaps to clients
- Selected to represent the agency in the 2021 Institute of Advanced Advertising Studies Program

Havas Media Group

Boston, MA

Associate Intern, Digital Investments

September 2018 – November 2018

- Strategized and built media recommendations for clients (e.g. Blue Cross Blue Shield, Eastern Bank)
- Maintained billing documents, media authorizations, and flow charts for four clients to increase efficiency
- 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 to determine consumer preferences that aided with strategy creation

VMware

Palo Alto, CA

Brand, Creative, and Content Co-Op

January 2017 – September 2017

- Independently managed Forbes BrandVoice, which increased page views by 43% and social actions by 65%
- Wrote original content for VMware's thought leadership blog; more than 24,000 views on blogs published
- Designed and presented brand operating system candidates for internal business groups to implement

Rapid7

Boston, MA

Inbound Marketing Intern

January 2016 – June 2016

- Wrote original content for Rapid7's Community blog; over 14,000 views on articles published
- Designed 25+ landing pages using HTML and CSS and developed A/B tests to assess site performance
- Analyzed and compiled competitor keyword research to optimize Rapid7's website for organic search

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Bachelor of Science Degree in Business Administration

December 2018

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

G.P.A. 3.8

SKILLS/CERTIFICATIONS

Search Specific Skills: Google Search Console, Google Analytics, Google Ads, Google My Business, Yext, SEMrush, ahrefs, Screaming Frog, Google Data Studio, and Schema Markup

Computer Skills: Microsoft Office (Advanced Excel), WordPress, BrightEdge, Marketo, Clear Decisions, CubeYou, Kantar Strategy, Claritas, Brandwatch, Mintel, Vidyad, HTML, Photoshop, and Twitter ads