

# ANGELIQUE ROBINSON

Digital Marketing Specialist

## About Me

An assertive, results-focused, and rapid decision maker, Angelique is a T-Shaped Marketer with broad knowledge in a wide range of digital tactics with in depth knowledge in conversion optimization, data, and analytics. Her experience includes collecting, analyzing, and reporting data to help businesses make data-driven decisions. She actively keeps up to date with industry trends, news, best practices, methodologies, software/tools, and algorithm changes.

## Contact

(440)-220-2485

aw051413@gmail.com

Painesville, Oh

[www.linkedin.com/in/angelique-robinson](http://www.linkedin.com/in/angelique-robinson)

## Education

**OHIO UNIVERSITY, 2012-2016**

*Major: Communication Studies*

*Minor: Marketing*

## Digital Marketing Tools

Adobe InDesign	SEMrush
Google Analytics	Slack
Reply.io	Spyfu
Hootsuite	Later
Kajabi	Wordpress
Microsoft Excel	Yoast
Screaming Frog	Zapier

## Experience

### DIGITAL MARKETING COORDINATOR

*AndrewStartups 2020-Present*

*Working with startup companies to help scale their business with little to no budget.*

### DIGITAL MARKETING SPECIALIST

*Freelancer 2016-2020*

*Developing solutions to meet clients' performance and revenue goals based on consumer insight and data.*

## ACHIEVEMENTS

- Conducted SEO audits and developed reports of clearly articulated findings with recommended improvements.
- Led all public relations efforts resulting in interviews on podcasts shows.
- Gathered information and examined web traffic, social media metrics, marketing campaigns and other activities that helped create reports.
- Developed and implemented an email drip campaign that resulted in a 6% CTR.
- Improved website performance by monitoring trends in keywords searching.
- -Increased traffic to Etsy Shop by more than 50% by optimizing listings.

## Training & Certifications

- Acadium (Digital Marketing)
- Amazon Sponsored Ads
- Bing Ads
- DigitalMarketer (Digital Marketing, Conversion Optimization & Testing, Data & Analytics)
- EMarketing Institute (Affiliate Marketing)
- Google Analytics
- Google Ads (Search, Display, Mobile, Video, and Shopping Ads)
- Hubspot Academy (Inbound, Inbound Marketing, Growth Driven Design, Content Marketing, Email Marketing, and Social Media)
- Moz Academy

## Skills

- Conversion Funnels
- Conversion Optimization
- Data Analysis
- Digital Strategy
- HTML
- Organization
- Presentation Skills
- Project Management
- SEO
- Strategic Planning