



Debbie Adams

Digital Marketing/SEO Analyst

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QUALIFICATIONS

- 11 years' experience in Marketing, Web Design/Development;
- Online Lead Funnels (generation, nurturing, scoring and conversion);
- Web Site Development (CMS, Landing pages, Basic HTML & CSS);
- Managing and designing PPC campaigns;
- Experience with Email Marketing programs;
- 8 years' experience in SEO and SEM;
- Online Analytics (Google Analytics, Trends, Webmaster Tools, Website Optimizer, Keyword Tool, URL Builder);
- Web 2.0 and Social Networks (Blog, Twitter, LinkedIn, Google+, Facebook, YouTube);
- Microsoft Office (Word, PowerPoint, Excel);
- Adobe Creative Suite (Photoshop);
- Sensitivity to User Experience and Design.

ABOUT ME

- A focused, self-motivated digital marketer with a creative flair who will bring digital marketing strategies to life.
- A marketer passionate about all things digital that thrives on delivering exciting and show stopping campaigns and content.
- Highly effective individual who has an absolute eye for detail and is focused on improving business performance through exceptional campaign execution, reporting and evaluation.

EXPERIENCE

RT Digital Media Marketing Edmonds, Washington – June 2005 – Present

Contracted by companies to develop and advise on both B2B and B2C Digital Media Marketing strategies.

- Devised strategies used to drive web traffic to company web sites and implemented these strategies across web, email and social media channels.
- Conducted research of user experiences and made any necessary changes to marketing strategies based on results provided in studies.
- Planned and managed the budget of digital marketing campaigns, creating detailed reports of allocations to present to higher management teams.
- Reviewed and evaluated new technologies and techniques with the goal of possible implementation of them into new marketing strategies.
- Utilized various forms of marketing strategies to attract traffic to website, including SEO, PPC and paid search engines.
- Oversee the social media strategy for the company and delegate media task management among team members as appropriate.

Russell & Hill PLLC Everett, Washington – May 2013 – June 2015

- Developed and optimized online marketing initiatives to drive customer acquisitions.
- Developed new website, improved the usability, design, content and conversion of the company website.
- Created and optimized targeted and custom landing pages and micro-sites.
- Implemented, analyzed, and optimized organic and paid search engine marketing activities.
- Implemented and executed email campaigns to nurture leads and customers.
- Analyzed and provided weekly & monthly digital marketing metrics and lead status reports.
- Developed and managed content-based Social Networks and Blog Sites.
- Reviewed new technologies and kept the company at the forefront of developments in digital marketing.
- Developed all marketing materials, including promotional products, business cards and brochures.

EDUCATION

Edmonds Community College, Adwords Certified, Google Analytic Certified