

# Jaeden Micheli

Search Engine Marketing Specialist

## Profile

A Search Engine Marketing Specialist with over 4 years of experience in the industry. I have a proven track record of success in managing and executing successful SEM campaigns for my clients. I am an expert in Google AdWords and Bing Ads, as well as other paid search platforms such as Yahoo! Gemini and Amazon Advertising. My skills also include SEO (Search Engine Optimization), which is essential for any online marketing campaign. In addition to SEM/SEO, I am also knowledgeable about web analytics tools such as Google Analytics and Adobe Omniture SiteCatalyst.

## Employment History

### Search Engine Marketing Specialist at Google Ads, NE

Jun 2022 - Present

- Implemented a successful search engine marketing campaign that increased traffic to the website by 25% within two months.
- Developed and executed an effective paid search strategy that resulted in a 20% increase in conversions within three months.
- Negotiated and secured advantageous ad placements on major search engines, resulting in a 15% lower cost-per-click rate.
- Wrote compelling ad copy that achieved a click-through rate (CTR) of 3%, well above the industry average of 2%.
- Monitored and reported on key performance indicators (KPIs), making recommendations for optimization where necessary.
- Managed budget efficiently, ensuring all campaigns remained within allocated spend while still achieving desired results.

### Search Engine Marketing Specialist II at Yahoo! Search Marketing, NE

Aug 2018 - Apr 2022

- Implemented an effective search engine marketing strategy that increased traffic to the website by 25% within 6 months.
- Designed and executed successful paid campaigns on Google, Bing, and Yahoo that resulted in a 20% increase in leads.
- Monitored campaign performance daily and made necessary adjustments to optimize results.
- Researched new keywords and implemented them into existing campaigns to improve click-through rates by 15%.
- Wrote compelling ad copy that increased conversion rates by 10%.
- Regularly reported on campaign progress to stakeholders, providing insights and recommendations for improvement.

## Education

### Bachelor of Science in Computer Science at University of Nebraska-Lincoln

Sep 2013 - May 2018

I've learned how to design, implement, and test software systems, as well as how to use computers to solve problems.

## Details

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## Links

[linkedin.com/in/jaedenmicheli](https://www.linkedin.com/in/jaedenmicheli)

## Skills

Google Ads

Google Analytics

SEO

PPC

Social Media Marketing

Content Marketing

## Languages

English

German

## Hobbies

Searching the internet

Organizing information

Writing