

# Cheryle Spenser

Web Marketing Specialist

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## EDUCATION

### Associate of Arts in Web Marketing at Associate of Arts in Web Marketing in state FL

Aug 2015 - May 2019

Some skills I've learned are web design, web development, graphic design, and search engine optimization.

## LINKS

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

## SKILLS

SEO

Google Analytics

Social Media Marketing

Email Marketing

Content Management Systems (CMS)

Web Design

HTML/CSS

## LANGUAGES

English

Mandarin

## HOBBIES

Web Development

Graphic Design

Search Engine Optimization

## PROFILE

I am a web marketing specialist with over three years of experience. I have an extensive background in online marketing, SEO, and social media marketing. I am a strategic thinker and can think outside the box to come up with creative solutions to problems. I have excellent written and verbal communication skills and can easily build relationships with others.

## EMPLOYMENT HISTORY

### ● Web Marketing Specialist at Google, FL

May 2022 - Present

- Led the development and execution of an integrated marketing campaign that generated a 20% increase in web traffic within the first month.
- Implemented a new social media strategy that resulted in a 50% growth in followers across all platforms within 2 months.
- Crafted and executed email marketing campaigns that achieved an average open rate of 35%.
- Developed targeted ad campaigns on Google, Facebook and Instagram which led to a 10% increase in website conversions.

### ● Web Marketing Associate at Yahoo, FL

Jul 2019 - Mar 2022

- Wrote, edited and published 20 blog posts per week across 3 corporate blogs with a total reach of 100,000 monthly readers.
- Researched, wrote and designed weekly e-newsletters for 2 different product lines which achieved an open rate of 35% and click-through rate of 12%.
- Led the development and execution of a social media strategy resulting in a 700% increase in followers across all platforms within 6 months.
- Developed and managed paid search campaigns on Google AdWords & Bing Ads resulting in \$Xxx,xxx in incremental revenue over 6 months.
- Implemented tracking mechanisms to measure website traffic and conversions from various online marketing initiatives which led to a 15% increase in web leads month over month for 9 consecutive months.

## CERTIFICATES

### Google Analytics Individual Qualification

Mar 2021

### Google Ads Certification

May 2019

## MEMBERSHIPS

American Marketing Association

Direct Marketing Association