Ahrefs

Influencer Marketing

Experienced professional with extensive knowledge of Digital Marketing and Search Engine Optimization, holding a MSc in Business Administration and a BA In Marketing from Boston College.

**P:**

**E:**

**L:**

**A:**

**W:**

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**Contact**

**Summary**

HTML & CSS

**Skills**

SEO & SEM

Business Manager

WordPress

Web Analytics

Keyword Optimization

Video Production

Rhetoric

SEO

**Interests**

**Languages**

**English** (Native) | **Spanish** (Professional)

 **German** (Working)

**Facebook Business Manager Certification (05/2018)**

**Google Ads Certification (07/2017)**

**Certificates**

**Social Media Volunteer | Doctors Without Borders**

***Task/Achievements:*** *Launched two campaigns that raised a total of $500 000.*

**10/2014
05/2017**

**Volunteer Experience**

**08/2015
06/2019**

**MSc in Business Administration | Boston College**

***Dissertation:*** *The Age of Influence – How influencers changed the world as we know it*

**Education**

**03/2016 05/2020**

**Work Experience**

**Digital Marketing Specialist**Creative Box

**Achievements:**

* Utilized SEO principles and vastly improved our different brands’ Google rankings
* Was primary project leader for the agency’s five largest accounts

**Project Manager**The Write Agency

**Achievements:**

* Increased social media conversion of the company by 23% in one of our major campaigns.
* Increased brand awareness by 20% in our main target audience.
* In charge of creating and curating the agency’s blog, which in turn improved our Google ranking by 220 in our most important keywords.

**02/2015 10/2015**

SEO & Digital Marketing Specialist

**Lauren Smith**

*03/2016 – 05/2016*

*02/2016 – 03/2016*