

JESSICA PARKER

SEARCH ENGINE OPTIMIZATION MANAGER/TECHNICAL WRITER



Experienced SEO specialist with a proven track record of translating complex business requirements into actionable data. Passionate about propelling SMBs, franchises, and digital marketing companies to new heights through expertise in SEO, social media, copywriting, and sales on a global scale. Also a Senior Copywriter with a demonstrated history of success in the marketing and advertising industry. Skilled in Concepting, Creative Writing, Storytelling, and Microsoft Excel. My goal is not just to increase website traffic but to convert visitors into leads and lifelong customers.

Contact Me

Mobile

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E-mail

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Address

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Awards

Alpha Delta Sigma Alpha Delta
Sigma

Issued by New Hampshire
University · Apr 2018

National Honor Society for
scholastic achievement in
advertising studies issued by
Boston University April 2014
Muse Silver
Muse Silver

Issued by Muse Awards and Miami
Ad School
Clio Bronze
Issued by Clio Sports Awards · Nov

Education

2021 - 2022

University Of Harvard

Professional Certification Of Artificial Intelligence

2018 - 2020

The Robert H. Smith School of Business

MSc Information Science And Marketing

2017 - 2018

Southern New Hampshire University , USA

Master Of Arts In English And Creative Writing

2015 - 2017

European School of Management And Technology (ESMT)

MBA , Business Management Administration

Awarded the Der Einstein Junior Business Award Silberkategorie.

2011 - 2013

Carnegie Mellon University

BSc Data Science

Skills

- Data Analysis•Project Management• Search Engine Optimization•Proofreading
- Copywriting • Content Marketing
- Transcription and Translation
- Keyword Analysis •User Experience Writing • Editing • Brand Marketing • Blogging • Advertising • Email Marketing • Ghostwriting• CSS Flexbox • Cascading Style Sheets (CSS) • HTML • Bootstrap • Semantic HTML
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Languages

English, German and French

References

Professor Ruth Osteen
University of Maryland
issssruth@gmail.com

Dr Klein Albert
ESM, Berlin
haigtejyg@gmail.com

Certificates

-IBM Data Engineering Professional Certificate (Coursera)
[https://coursera.org/verify/professional-cert/VQCMDTT3DCX5-Machine Learning with Spark \(Coursera\) https://coursera.org/verify/JESSICA/6EX6JT](https://coursera.org/verify/professional-cert/VQCMDTT3DCX5-Machine Learning with Spark (Coursera) https://coursera.org/verify/JESSICA/6EX6JT)
-Data Engineer
(<https://learndataengineering.com/>)

Boston University

Bachelor Of Arts In Communications, Language And Media Arts

Experience

February,2022 -
December, 2023

Scorpion , REMOTE

SEO Strategist

- Led a full-scale SEO optimization for home services websites, elevating organic SERP rankings, while managing 80+ Google Business Profiles (GBPs) for improved online performance.
- Developed and implemented streamlined processes and innovative strategies to drive SEO department efficiency and success.
- Targeted both offline and online consumers by designing multi-pronged, comprehensive marketing strategy.
- Managed search engine marketing budgets and tracked campaign performance.
- Cultivated relationships with search engine providers to gain industry insights and determine prospects.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Implemented pay-per-click campaigns to increase website traffic and conversions.

January, 2020 -
November,
2021

Ferocious Media LOS ANGELES

Senior Optimization Specialist

- Managed optimizations for organic SERP rankings, traffic, and conversions for 150+ home services, legal, medical, and franchise websites.
- Troubleshoot campaigns for SEO client escalations within 48-hour timeframes, via the #AskSEO email distro.
- Trained new hires and SEOMs on the latest SEO and content strategies, online marketing, and company systems, providing constructive feedback and guidance.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- 2022 Leaderboard winner across the company: "High Impact Player" for Ranking (SMB)
- One of the most significant achievements I have been involved in is helping the company achieve a top 200 ranking on Google for the keywords "technology provider" This is a highly competitive keyword,

and the fact that we are now ranking in the top 200 is a testament to the hard work that the rest of the team and I have put in.

-Another key achievement has been helping the company to increase its organic traffic by over 50%. This has been achieved through a combination of on-page and off-page SEO techniques.

-Finally, I have also helped the company establish a strong presence on social media, focusing on Twitter and Facebook, with the company's social media following growing by almost half a million followers, and our tweets are regularly retweeted and liked by many influential people in the lead generation industry.

All these achievements have been made possible by the excellent team I work with at Ferocious Media. I am proud to be part of a constantly innovating company and strive to be the best in the industry.

September,
2018 - January,
2020

Boddiction

Social Media Marketing and Inventory Manager

-Managed the activewear brand's EU stock inventory, ensuring low shrinkage.

Developed and managed the activewear brand's e-commerce website: <https://www.boddiction.com/>.

Formed partnerships with 2 German stores and 20+ international social media influencers, ensuring they created on-brand content for the @boddiction IG account.

Planned opening and monthly events to showcase and promote the brand.

Sourced manufacturers, successfully improving product design quality and maximizing profit by over 200%.

Incorporated SMO to create daily social media posts; grew organic IG followers by 400% in 6 months.

Analyzed and reported on KPIs to validate and demonstrate success of marketing campaigns.

Managed budget allocation and resource utilization to maximize marketing ROI.

February, 2017 -
July, 2018

Boston University Adlab , BOSTON

Copywriter/Content Writer/Editor

Managed daily social media, rebranded and developed creative strategies (digital and print) for 4 clients.

Maintained client relationships and ensured weekly client satisfaction and retention.

Rebranded Boston Haymarket [haymarketboston.org] through social media; produced year's worth of copy with ad-hoc graphic design for Twitter and Facebook posts.

Created copy for digital/print ads disseminated through various communication channels for Rave Mobile Safety.

Recreated website copy and layout for the largest full-service, student-

January, 2017 -
March, 2018

TWIZ

SEO Account Manager

Converted 60+ SMB sites to SERPs utilizing onsite/off-site SEO tactics [SEO audits/competitor analyses/keyword research/back links/blogging/editorial content] via WordPress, Shopify, and Google Business Profile (GBP).

Developed SEO strategies using Google Analytics 360 and Google Webmaster Tools.

Wrote and optimized over one-hundred 2000 word client website editorial and advertorial blog articles.

Managed weekly client meetings/calls to ensure customer satisfaction/retention; reinforce POV in services.

Led and trained new employees on SEO, content, blogging, company CRM systems, & outbound prospecting.

Successfully converted 60+ SMB client sites to page 1 of Google.

September,
2016 - January,
2018

Deutsche Welle USA

Communications Intern/Translator/Transcriptionist

-Proofread and edited materials prepared by all staff to check and correct spelling, grammar, and style.

-Developed campaigns to increase public awareness of company and engage customers.

-Prepared social media posts and videos with eye for viral content strategies.

-Assisted with marketing strategy development to increase public awareness and customer engagement.

-Organized digital recruitment files through Microsoft Excel spreadsheets for the Junior Music Stars show contest and the X Factor show of America.

Assisted in managing radio ad music targeting potential contestants for The X Factor show, using WebLab.

Conducted media outreach for philanthropic campaign "All Together We Can"; wrote daily Facebook and website posts in English/German/French.

Planned weekly campaign fundraisers for upcoming months- aiming to gather food for vulnerable social groups most affected by financial crisis.

Cultivated strong relationships with media representatives to secure widespread coverage and feature stories.

Provided verbal summaries of non-English documents to diverse audiences.

2014 - 2017

FREELANCE

Academic Writer/Copywriter/Content Writer

-For 3 years I freelanced in copywriting,academic and content writing by providing quality writing services to students and professionals,building custom websites for small businesses, e-commerce stores, and organizations. optimizing websites and helping businesses improve their online presence and rankings. I provided customized SEO solutions tailored to each client's unique needs and goals. I worked on content projects big and small, from blog posts and social media captions to white papers and case studies crafting well-researched, original papers across diverse subject areas.

-Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.

-Conducted intake meetings with project managers to gather requirements and understand unique needs.

-Wrote fiction or nonfiction prose such as short stories, novels or biographies as well as advertising material for use in promoting sale of goods and services

-Created content for websites and online publications.

-Crafted SEO-friendly content for clients' websites and blog posts to increase organic traffic.



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