

## **EXPERIENCE**

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### **Ella Paradis**

#### ***SEO & Social Content Manager***

West Hollywood, CA

May 2018 - Current

- Lead all SEO, Social Media, and Content Marketing strategy development, planning, execution, optimization, metrics, and reporting
- Increase organic traffic by 52% and organic channel revenue by 54% within 3 months by leading the execution of SEO efforts including meta-data optimization, content curation, site architecture, link-building, and keyword selection/utilization
- Oversee the development of editorial and social governance, so content is consistent with brand voice, style, and tone
- Build a robust social strategy that spans across the funnel as well as channels, leveraging impactful creative, strategic ad formats and thoughtful media targeting to drive measurable results
- Develop a content marketing strategy using an audience-driven approach to drive brand awareness, engagement, conversion, and advocacy across paid, owned, shared and earned media
- Create testable and measurable strategic approaches designed to meet the needs of an audience throughout the duration of their journey, clearly defining a feedback loop that provides valuable and actionable insight to drive process improvement
- Design and establish reporting guidelines and procedures, clearly defining SEO and Social Media Marketing KPIs, goals, and attributing value to user engagement touchpoints throughout the site
- Establish an end-to-end system of content distribution, aligning the development of on-page assets with a model of delivery designed to reach target audiences including link-building, influencer marketing, video marketing, and social channels

### **Hearst**

#### ***Search & Social Manager***

San Francisco, CA

September 2017 - April 2018

- Led the SEO department at the San Francisco Chronicle's full-service integrated marketing agency, 46Mile
- Defined and established a scalable SEO product and processes, from designing customized campaign packages to creating new services
- Built and managed an SEO Copywriting content team from the ground up to be used for client content development
- Co-led social media strategy and paid social campaigns across social channels, ensuring it aligns with clients' goals, voice, and brand while maximizing engagement, traffic, and conversion
- Oversaw the planning, development, and execution of social content by using valuable insights to understand the journey they experience
- Integrated multi-channel efforts across agency departments to unify a cohesive customer experience by leveraging content
- Implemented target resource content strategy to drive non-branded organic traffic of several clients by over 50%
- Diversified content products by consulting on video, infographic, social media, and long-form content development
- Combined SEO strategy with hands-on WordPress development to cultivate a cohesive search experience for inbound audiences, search engine crawlability, and to formulate a logical information hierarchy
- Maintained high levels of up-to-date knowledge of best practices and strategies in SEO, Social Media, and audience relationship building

### **LA SEO Service**

#### ***SEO & Social Marketing Manager***

Santa Monica, CA

May 2016 - September 2017

- Developed and led the agency's social media department, reporting process and structure, set and track critical metrics and benchmarks
- Directed social media strategy, including methods of acquisition, engagement, content building, and influencer outreach program
- Built and oversaw clients' social media calendar, spanning across multiple platforms and supporting numerous content pillars
- Managed community engagement across all platforms and used insights to engage and grow following through participation and conversation
- Built strategies that define and prioritize the objectives and questions of a defined audience
- Developed creative design and ad copy for conversions, A/B testing & audience targeting for paid social media campaigns
- SEO strategy implementation, extensive keyword research, competitor analysis, on/off page optimization, analytics data collection & interpretation to drive organic traffic and obtain the first page on SERPs
- Directed keyword research-based resource content to increase non-branded organic search traffic and visibility
- Web development & design, organization of information architecture, enhance UX across desktop and mobile devices
- Created engaging email marketing campaigns with an average of 42% open rate and 29% click rate

### ***SEO Strategist***

October 2015 - May 2016

- Influencer outreach, link building, curating sponsored posts, and directing content strategy
- Designed client-unique SEO proposals and campaigns to meet the needs of incoming and existing business
- Build a network of niche publications for off-site link building strategy to improve site rankings on non-branded search terms
- Utilized keyword research tools and SEO techniques to return prime search engine placement for multiple client accounts
- Continuous data collection, testing, analysis, and search engine trends to increase campaign efficacy

## **EDUCATION**

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**UNIVERSITY OF WISCONSIN- LA CROSSE**  
***B.S. Marketing, Theatre Performance***

La Crosse, WI  
June 2011